

R2.3 IamEUCONEXUS Student Identity Action Plan

REPORT

WP2 - Definition of International Alliance's student identity

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

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Objective

The present action plan aims to foster a shared sense of identity among students across EU-CONEXUS partner universities by implementing engaging inter-campus activities. The focus is on enhancing student participation, strengthening cross-campus connections, and promoting EU-CONEXUS values.

To achieve its objectives, the plan will follow these key steps:

- **Selection of 4 best practices** to pilot as EU-CONEXUS inter-campus actions.
- **Adaptation or co-creation of new activities** in collaboration with student organizations.
- **Identification of other student campus services** that can be involved in co-creation and implementation.
- **Implementation of the action plan** during the 2024–2025 academic year.
- **Evaluation and improvement** based on feedback and Student Congress reports.
- **Continuation of successful actions** into the 2025–2026 academic year.

Action 1: Photography Contest – "Your campus, your perspective!"

A creative competition where students from all EU-CONEXUS universities capture moments from their student life, showcasing campus culture and identity.

Methodology planned by Frederick University

In January 2024, Frederick University, as the co-leader of WP4 and responsible for intercampus activities, proposed six initiatives to the consortium of the IamSTUDENT Project aimed at enhancing the students' identity within the EUCONEXUS Alliance. The proposed activities are as follows:

1. Design Competition for Project Visual Identity
2. Photography Competition
3. Wellbeing On-Campus Day
4. Online Alumni Advice Event
5. Online Intercampus Debate
6. EUCONEXUS Spirit Week

After discussing the six Actions the consortium concluded that the Photo contest was the best option. Frederick University then came back in the next weeks with a detailed description of the Action and some Rules and Regulations on the eligibility, the photo guidelines (composition & format), image authorisation and consent, the voting and evaluation, the winners, the evaluation criteria and the prizes

Format & Rules

- Open to all students from **LRUniv, UCV, KU, UNIZD, UTCB, SETU, FredU, and AUA**.
- Each student submits **one high-resolution photo** (.jpg or .png, 2480x3720 px, 300 dpi).
- **Public Voting (50%) + Jury Selection (50%)**.
- **Prizes:** 200€ Amazon voucher for university winners; Grand Winner prize TBD.

Timeline

- **April 17 – May 17, 2024:** Open Call
- **May 20 – 26, 2024:** Public Voting
- **May 27 – 28, 2024:** Jury Selection
- **May 29, 2024:** Winner Announcement

Annex I provides a detailed description of the rules and regulations governing this competition, while outlines the evaluation grid used in the assessment process. The process is described as outlined in the respective deliverable.

Results

The announcement of the photo competition on the EU-CONEXUS website was made on the 14th of October 2024 with a deadline for submissions of 10 November 2024, a deadline that was extended to 7 of December 2024. The photo contest was announced on the EU-CONEXUS' official website and on the social networks (Facebook, Twitter, LinkedIn and Instagram).

A total of 67 photos were submitted to the contest by 63 participants. Five (5) participants were disqualified due to the following reasons: poor quality (1), presence of children in the picture (1), text on the photo (1), and submission by UROS (2). Additionally, four participants uploaded two pictures each and had to select one to proceed with for the contest. As a result, 58 pictures were published for voting.

In total, 67 photos were submitted before the 10th of November 2024. An extension was granted for the first-phase voting.

The distribution of the submissions per university are shown in the following table:

Initial submission of photos	
Name of University	Number of submissions
Agricultural University of Athens, Greece	4
Frederick University, Cyprus	2
Klaipeda University, Lithuania	18
La Rochelle Université, France	2
South East Technological University, Ireland	14
Technical University of Civil Engineering, Romania	17
Catholic University of Valencia	2
University of Zadar, Croatia	8
Total	67

The first public voting period for the national winners was initially between 18 – 30 November and it was extended until 7 of December 2024.

After the first phase of the voting the 8 winner photos per country/partners were:

Name	University
Austėja Navickaitė	KU
Dora Štublin	UNIZD
Fania Beatrice Efstathiou	FREDU
Léopold Jay	LRUNIV
Mariastella Skaltsa	AUA
Michael Warren G. Ceballos	UCV
Robert Dumitru	UTCB
Syeda attiqā Tajammal	SETU

For the second phase of the evaluation of the international winner, 3 representatives of each of the 8 partners of the IamSTUDENT formulated a committee. The committee was given an evaluation grid based on which they had to evaluate the 8 national winners' photos. The 2nd voting lasted 5 days 9-10 December (extended until 13 of December 2024) and the winner was announced on the 19th of December 2024. The international winner was the student Fania Beatrice Efstathiou from Frederick University. The International Winner of the contest received 150 euro, and the national winners received a prize to the value of 100 euro each (7 the respective university decides the kind).

Components of Student Identity enhanced by the intercampus activity

Participating in the international photo contest enhanced several components of student identity.

1. **Creativity and Expression:** Taking part in the photo contest allowed students to express their creativity and individual perspectives, helping to build confidence in their artistic abilities.
2. **Community and Belonging:** Collaborating with peers from various universities creates a sense of community and belonging within the EUCONEXUS Alliance, strengthening their identity as part of a larger group.
3. **Recognition and Achievement:** Winning or being recognized in the contest can boost self-esteem and validate students' efforts, contributing to a positive self-image.
4. **Social Skills and Networking:** As the theme of the contest was "Your Campus! Your perspective!" the contest might have encouraged interactions among students on their campus, helping them develop social skills and build networks.

5. **Sense of Purpose and Engagement:** Participating in an activity that aligns with their interests and passions can help students feel more engaged and connected to their academic community and personal goals.
6. **Identity Formation:** Through the themes they choose to explore in their photography, students can reflect on and express their personal identities, values, and experiences, contributing to their overall sense of self.

By participating in such contests, students not only enhance their skills and confidence but also deepen their connection to their peers and the broader academic community.

Action 2: Cyprus interactive workshop – "The scent of the city"

On May 13, 2025, from 15:00 to 18:00, participants are invited to take part in a unique workshop experience in Limassol that blends walking, sightseeing, and creative exploration. This guided walk, led by Mr. Savvas Xinaris, Mr. Christos Andreou, and Ms. Christiana Constantinou from the Department of Arts and Communication, will take attendees through the city's historical and contemporary landmarks, neighborhoods, and museums. As they move through Limassol, participants will collect visual and audio impressions—videos, photographs, signage, and symbols—that capture the spirit of the city from a fresh, visitor-oriented perspective. The gathered material will be transformed into a video installation to be showcased at the festival, making the walk both an immersive experience and a contribution to the event's artistic narrative.



Methodology planned by Frederick University

The workshop was structured around a participatory and exploratory methodology designed to foster creativity, collaboration, and engagement with the urban environment of Limassol. Participants were divided into three teams, each led by a faculty member from the Department of Arts and Communication—Mr. Savvas Xinaris, Mr. Christos Andreou, and Ms. Christiana Constantinou. Each team followed a distinct route through the city, exploring different neighborhoods, landmarks, and cultural sites.

As they walked, participants were encouraged to engage deeply with their surroundings, noticing visual and sensory details that often go unnoticed. The aim was to promote team bonding through a shared creative task, while also offering an interactive experience of "meeting" the city—feeling its atmosphere and observing its textures, symbols, and stories.

Each team captured photographs and short videos that reflected their perception of

Limassol's identity from a visitor's point of view. These visual materials were then uploaded to a shared Google Drive folder, serving as a collaborative archive. The collected media will be curated and edited into a video installation, which will be presented as part of the festival, showcasing a multifaceted portrait of the city through the eyes of its temporary explorers.



Annex II provides a detailed description of the rules and regulations governing this online escape room.

Results

In total 70 students and staff members from the seven partners of the lamStudent 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

The workshop successfully deepened participants' connection with the city, inspiring mindful observation and creative expression of Limassol's vibrant urban culture. The resulting collection of multimedia content will form part of a collaborative video installation, capturing the city's contemporary identity through the perspectives of students and visitors, while emphasizing themes of migration and cultural exchange.

Overall, the "Scent of the City" workshop provided an innovative platform for students to engage with Limassol's urban landscape through a rich sensory and cultural experience. By encouraging artistic documentation of their impressions, the activity fostered a stronger connection to the city's diverse identity. As part of the EU-CONEXUS Festival 2025, the initiative not only enriched the cultural journey of its participants but also supported the broader objectives of the IamSTUDENT project and the EU-CONEXUS alliance—namely, promoting intercultural dialogue, strengthening intercampus cooperation, and raising awareness of the shifting identities of European cities.

Components of Student Identity enhanced by the intercampus activity

1. **Academic Attributes:** The workshop's interdisciplinary nature—blending urban studies, art, and cultural analysis—encouraged students to apply academic concepts in a creative, real-world context.
2. **Cultural and Social Attributes:** The focus on Limassol's urban culture, migration, and diversity allowed students to engage deeply with different cultural narratives. Interaction with peers and visitors during the workshop fostered social bonds and cultural empathy.
3. **Mobility and Accessibility Attributes:** The inclusion of international students and integration into the EU-CONEXUS Festival promoted inter-campus visibility and cross-cultural engagement. Students from different institutions had an opportunity to experience a new urban setting, broadening their European identity.
4. **Technology and Connectivity Attributes:** The use of multimedia tools and the

creation of a digital video installation encouraged digital literacy and creative tech-based collaboration.

Action 3: Escape Room Game activity

Methodology: Online Escape Room for EU-CONEXUS Students

The proposed activity focuses on the design and implementation of an online Escape Room experience aimed at fostering teamwork, engagement, and intercultural interaction among EU-CONEXUS students. After consultation with the Student Board, the project team decided to implement the Non-thematic Virtual Escape Room Activity.

This activity was conceived as a primarily recreational experience designed to strengthen collaboration and social connection among participants. Students were placed into small international teams and navigated a fictional scenario requiring interactive problem-solving and collective decision-making. The activity does not incorporate EU-CONEXUS-specific content; instead, it serves as a fun, engaging team-building opportunity offered by the university.

For this edition, the activity was hosted on the Ubiscape platform, chosen for its interactive design features, ease of use, and suitability for real-time collaborative play. Ubiscape allowed teams to progress through the storyline, solve puzzles, and communicate fluidly within a structured virtual environment.

The event took place on 18 November at 6:00 PM and featured the scenario:

“Urbania System Override: The AI is out of control. You have 30 minutes to save the city. Will you stop it in time?”

Teams worked together to decode clues and complete missions within the 30-minute timeframe, reinforcing cooperation under pressure.

Components of Student Identity enhanced by the intercampus activity

1. **Cultural and Social Engagement:** This is the main identity component strengthened by the escape room. Students are placed into small international teams, collaborate in real time, communicate informally, and build connections through a fun shared experience, exactly the type of social and intercultural exchange highlighted in the framework.
2. **Technology and Connectivity:** Because the activity is fully online and implemented through an interactive platform (Ubiscape), it promotes the use of digital

environments for collaboration, engagement, and connection across universities. This aligns directly with the “technology and connectivity” dimension.

3. **Mobility and Accessibility:** Even though it is not physical mobility, the escape room functions as virtual mobility, enabling inter-campus participation and shared experience regardless of geographic location. This improves accessibility and strengthens inter-campus cohesion.
4. **Identity and Representation:** While the activity is non-thematic (not EU-CONEXUS content-based), it still supports identity indirectly by creating a shared alliance experience, students interact as part of a common EU-CONEXUS student community, reinforcing belonging and recognition.



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studentlife

Results

A total of 84 students registered for the activity (for 80 available spots). Considering several advance cancellations, participation was initially estimated at approximately 75 students. Ultimately, 45 students joined the live session. This level of attendance aligns with common trends observed in France for similar voluntary events, where no-show rates can reach up to 50%. Once the game began, student engagement was excellent. Most participants had their cameras and microphones on, enabling smooth communication. Teamwork dynamics were strong, with active collaboration observed across all groups. The enthusiasm expressed during the final debrief indicated high satisfaction with both the format and the experience. Overall, the activity successfully fostered interaction, engagement, and cross-cultural connection among EU-CONEXUS students while delivering an enjoyable and immersive virtual

Moreover, a post-activity evaluation survey took place with a response rate of 60%. Responses were received from students representing eight EU-CONEXUS partner universities, with the largest shares coming from the Technical University of Civil Engineering Bucharest (29.6%), the Agricultural University of Athens (22.2%), and the Catholic University of Valencia (18.5%). The majority of respondents were Bachelor's students (55.6%), followed by Master's students (29.6%), with smaller numbers at PhD level and in other integrated programmes. As becomes clear from the evaluation results, there is strong potential for repeating or further developing this type of activity in the future. A significant proportion of participants expressed interest or potential interest in becoming moderators in future escape room sessions, demonstrating not only high engagement but also a readiness to take on an active role in similar events. This level of enthusiasm suggests that the online escape game format resonates deeply with students and can continue to serve as an effective tool for fostering intercultural exchange and collaborative learning across the Alliance. In anticipation of possible future editions, the project team has already received an updated offer from Ubiscape, ensuring that the necessary resources and support are available should the activity be re-conducted.

Student feedback

Student feedback collected through a post-activity evaluation questionnaire administered via the EU Survey platform indicates a high level of satisfaction and engagement with the activity. Overall, 85.1% of participants rated their experience as excellent or good, while 88.9% found the activity enjoyable. In addition, 59.3% of students reported that the activity strongly encouraged collaboration, and 63% stated that it helped them feel more connected to peers from other EU-CONEXUS universities. The activity was particularly valued for promoting teamwork (81.4%) and intercultural communication (70.3%), as well as problem-solving skills. Qualitative responses further highlighted the sense of connection developed among participants, with students emphasizing the opportunity to engage with peers from diverse academic and cultural backgrounds. The full set of feedback and detailed analysis of results are presented in Annex 2 of this deliverable. Overall, the findings confirm the activity's contribution to strengthening a shared European student identity.

Action 4: Language Exchange Tandem

The Language Exchange Tandem is an online, one-to-one activity designed to help students improve their foreign language skills (English, French, German, Greek, etc.) while fostering intercultural communication and international connections. It can be organised either on a purely voluntary basis, providing a certificate of attendance, or integrated into language classes at the home university, contributing to individual or class assignments and final grades. Sessions typically last about one hour and can run for 5–10 weeks. Participants benefit from exposure to international languages, multicultural interactions, and opportunities to practice with native speakers from across the EU-CONEXUS alliance, building personal connections and enhancing the shared student identity. Popular platforms for organizing these exchanges include MyLanguageExchange, Tandem, Speaky, and HelloTalk.

Methodology

The Language Exchange Tandem follows a collaborative, conversation-based learning methodology designed to develop students' communicative competence in French, English, or Spanish through authentic interaction. Participants are paired or grouped in small teams of 2–3 learners to ensure active participation, peer support, and meaningful speaking time. The activity is implemented through one-hour online sessions held once per week over four consecutive weeks. Each meeting is structured around informal yet purposeful dialogue, where students alternate roles as learners and language supporters (native or stronger speakers), allowing for mutual correction, vocabulary expansion, and confidence-building in real-time. Rather than formal instruction, the approach emphasizes experiential learning through intercultural exchange and natural communication. To capture learning outcomes and support evaluation, each group produces a short reflection video at the end of the cycle, summarizing key language gains and the tandem experience; these outputs serve as evidence for assessment, project reporting, and dissemination. Annex III gives a brief overview of the Language Café guidelines, while the detailed guidelines can be found at the respective WP4 document.

Components of Student Identity enhanced by the intercampus activity

Participating in the international photo contest enhanced several components of student identity.

1. **Cultural and Social Engagement:** The tandem is built on intercultural interaction and collaboration in small groups. By meeting weekly and learning through dialogue, students develop social connection, intercultural awareness, and a sense of belonging through meaningful exchange.

2. **Technology and Connectivity:** Since the activity runs online, it directly supports digital collaboration, connection across contexts, and the use of virtual platforms as learning spaces—an important element of inter-campus identity building in the framework.
3. **Mobility and Accessibility:** Even without physical travel, the tandem functions as a form of virtual mobility, giving students access to international exchange and learning regardless of location or mobility constraints.
4. **Shared Goals and Aspirations:** The activity promotes active citizenship values such as openness, cooperation, multilingualism, and global-mindedness, aligning strongly with the framework’s “European/global student identity” aspect.
5. **Support and Services:** Because students help each other as native/stronger speakers, the tandem provides a peer-support structure (informal mentoring), which supports student development and confidence—linked to identity-building support mechanisms.

Results

The Language Café activity was successfully implemented between 2 March and 2 April 2026 and achieved its main objective of fostering interaction and collaboration across the EU-CONEXUS alliance through informal language exchange and intercultural communication. A total of 137 students initially registered for the activity, including 106 learners and 31 facilitators. Out of these, 49 students actively participated throughout the implementation period, including 36 learners and 13 facilitators from 9 universities across the EU-CONEXUS alliance.

Participants met regularly in small online groups over four consecutive weeks, completing at least four one-hour sessions focused on practicing English, French, or Spanish in an informal and supportive environment. The flexible structure of the activity allowed students to organise meetings autonomously using their preferred online communication platforms, encouraging ownership, accessibility, and sustained interaction across campuses.

The post-activity evaluation questionnaire highlighted a high level of satisfaction among participants. Most respondents reported that the Language Café strengthened their sense of belonging to a broader EU-CONEXUS student community and provided a valuable opportunity to meet peers from different cultural and academic backgrounds. Students particularly appreciated the informal atmosphere, the possibility to practice languages with native or proficient speakers, and the intercultural dimension of the activity. Several participants described the experience as an accessible and enjoyable way to engage in international collaboration and improve communication confidence.

The activity also generated visible dissemination outputs through optional student reflection videos (reels), some of which are expected to be published on EU-CONEXUS social media channels. In addition, all participants received certificates of participation, while facilitators

received dedicated certificates recognising their support role. Participating universities further reinforced engagement by offering small promotional goodies to students involved in the activity.

Overall, the Language Café proved to be a successful pilot initiative that effectively promoted multilingualism, intercultural dialogue, peer learning, and inter-campus collaboration. Despite minor organisational challenges related mainly to scheduling meetings across different countries and timetables, the activity demonstrated strong potential for continuation and further development as a recurring EU-CONEXUS inter-campus initiative.

Local activities organized in each partner University

In parallel to the Alliance-wide actions described above, local pilot activities were implemented at partner universities to strengthen students' sense of belonging to EU-CONEXUS and to reinforce a shared student identity across the Alliance. These events supported the objectives of the IamStudent project by increasing awareness of EU-CONEXUS opportunities, encouraging student participation in Alliance activities, and creating spaces for peer-to-peer interaction, intercultural exchange, and community building.

Overall, the local pilots contributed to several core components of EU-CONEXUS student identity, particularly **“Identity and Representation”**, **“Cultural and Social Engagement”**, **“Mobility and Accessibility”**, **“Technology and Connectivity”**, and **“Shared Goals and Aspirations”**, through visible promotion, engagement activities, and direct involvement of student ambassadors and staff.

University of La Rochelle (LRUniv): EU-CONEXUS Evening at the Library

LRUniv organized an “EU-CONEXUS Evening at the Library Hall”, combining a Photo Contest exhibition, alumni testimonials, a European-themed buffet, and a student concert. The event was designed to create an informal and welcoming atmosphere, while showcasing student creativity and highlighting EU-CONEXUS community experiences. The photo exhibition and alumni stories supported inspiration and community continuity across student cohorts. The activity enhance the following components of the student identity:

- **Cultural and Social Engagement:** social event format with cultural elements and student interaction
- **Identity and Representation:** showcasing EU-CONEXUS/IamStudent outputs (photo exhibition)
- **Shared Goals and Aspirations:** building pride and motivation through student/alumni testimonies

Approximately 20 participants attended the testimonials and the inauguration of the photo exhibition event. The exhibition remained on display throughout the entire month of February 2026 and based on library attendance figures, we estimated that it reached around 2100 visitors overall.

Agricultural University of Athens (AUA): EU-CONEXUS Opportunities Information Session

AUA held an on-campus information session titled “EU-CONEXUS: 1 European Alliance, 9 Universities, Countless Opportunities” (13/11/2025). The event presented EU-CONEXUS opportunities, introduced the IamStudent Roadmap, and included student experiences from participation in Alliance activities such as the Student Congress in Cyprus. The session attracted 48 participants and encouraged networking, curiosity, and motivation to engage in EU-CONEXUS projects. The activity enhance the following components of the student identity:

- **Mobility and Accessibility:** promotion of participation opportunities and cross-campus engagement
- **Academic Attributes:** presentation of structured EU-CONEXUS offers and learning opportunities
- **Identity and Representation:** reinforcing pride and alliance membership through ambassadors’ testimonies



Klaipėda University (KU): Introduction Week & EU-CONEXUS Community Events

KU implemented several local promotional and community-building activities. During Introduction Week (September 2025), EU-CONEXUS was presented through sessions and an info booth reaching approximately 400–500 students. KU also hosted Welcome Days for International Students (March and September 2025, around 200 participants), and organized the cultural/informational event “EU-CONEXUS night: Coffee and stories” (20/11/2025), using a peer-to-peer format supported by ambassadors and volunteers. The activity enhances the following components of the student identity:

- **Cultural and Social Engagement:** peer-to-peer community format (“Coffee and stories”), informal discussions
- **Technology and Connectivity:** use of Moodle, social media, WhatsApp communication channels
- **Mobility and Accessibility:** promotion of alliance activities, minors, festivals, student projects and opportunities
- **Support and Services:** welcoming formats targeted to first-year and international students



University of Zadar (UNIZD): EU-CONEXUS & IamStudent Student Welcome Day

UNIZD organized a large on-campus Welcome Day for first-year students (01/10/2025), featuring an information stand, quizzes, promotional materials, and engagement activities. Approximately 1,000 students were reached in person and additional visibility was created through Instagram. Student ambassadors were actively involved, supporting peer-to-peer communication and direct interaction. The event promoted key opportunities such as the Student Board, Ambassador Programme, student-led projects, mobility-related activities, and access to the Campus Life platform. The activity enhances the following components of the student identity:

- **Identity and Representation:** strong alliance visibility through branding and promotional materials

- **Technology and Connectivity:** social media dissemination and promotion of the Campus Life webpage
- **Mobility and Accessibility:** promotion of minors, micro-credentials, and cross-alliance engagement opportunities
- **Cultural and Social Engagement:** quizzes and interactive activities building belonging early in studies



Catholic University of Valencia (UCV): “Meet EU-CONEXUS: Join, Belong, Connect”

UCV conducted a series of outreach events across 10 campuses between September and October 2025 under the theme “Meet EU-CONEXUS: Join, Belong, Connect”. Activities included information stands and student-focused presentations, strongly supported by EU-CONEXUS ambassadors and staff. Approximately 2,000 students were reached. The events promoted the Roadmap, the IamStudent Campus Life webpage, and participation opportunities such as the Photo Contest, Online Escape Room, student projects, micro-credentials and minors. The activity enhance the following components of the student identity:

- **Identity and Representation:** consistent visibility across campuses via roll-ups, postcards, merchandising
- **Mobility and Accessibility:** strong promotion of minors and micro-credentials and alliance opportunities
- **Cultural and Social Engagement:** ambassador-driven “students-to-students” approach

- **Technology and Connectivity:** promotion of digital platforms and following EU-CONEXUS social media



Frederick University (FREDU): Unifest & Welcome Party Nicosia and Limassol Campus

Frederick University (FredU): Unifest & Welcome Party – Nicosia and Limassol Campuses

Frederick University organised the “Unifest & Welcome Party” on 7 and 10 October 2025 at its Nicosia and Limassol campuses as a large-scale student engagement and welcome initiative for new and returning students. The event combined information stands, interactive activities, games, networking opportunities, and presentations of university services within a lively and inclusive campus atmosphere. EU-CONEXUS and the IamStudent Erasmus+ project were prominently promoted through student ambassador engagement, quizzes, competitions, dissemination materials, and awareness-raising activities related to mobility and intercultural opportunities. Approximately 600 students participated across both campuses, together with academic and administrative staff, student clubs, and external partners. The event successfully strengthened students’ sense of belonging to the university and the EU-CONEXUS alliance while encouraging active participation in campus and international activities. The activity enhanced the following components of the student identity:

- **Identity and Representation:** strengthening awareness and visibility of EU-CONEXUS and the IamStudent project through promotional activities, ambassador involvement, and student engagement initiatives
- **Cultural and Social Engagement:** fostering inclusion, peer interaction, networking, and participation through interactive games, welcome activities, and collaboration among students from different backgrounds
- **Mobility and Accessibility:** promoting mobility opportunities, international exchanges, and participation in EU-CONEXUS initiatives and Erasmus+ activities
- **Support and Services:** introducing students to key university support structures, including counselling, career services, sports, mobility, and student clubs
- **Technology and Connectivity:** dissemination through social media, digital communication channels, and interactive engagement activities supporting student connectivity and awareness of opportunities across the alliance



South East Technological University (SETU): EU-CONEXUS Connect & ReConnect Fest Activities

SETU organised on-campus engagement events as part of Connect Fest (15–16/09/2025) and ReConnect Fest (03–04/02/2026) across its Waterford, Carlow, and Wexford campuses. The events aimed to welcome new and returning students and staff while promoting EU-CONEXUS opportunities and the IamStudent initiative. Through a games-based, interactive format and dedicated information stands, participants were introduced to key opportunities such as mobility schemes, micro-credentials, JobTeaser, and research activities. The events attracted strong engagement, with over 120 competition entries and overall footfall reaching several hundred participants, fostering connection, curiosity, and active participation in EU-CONEXUS initiatives.

The activity enhanced the following components of the student identity:

- **Mobility and Accessibility:** promotion of EU-CONEXUS mobility opportunities, cross-campus engagement, and access to educational and career pathways
- **Academic Attributes:** increased awareness of structured learning opportunities, including micro-credentials, research initiatives, and career development tools
- **Identity and Representation:** fostering a sense of belonging to the EU-CONEXUS Alliance through peer-to-peer engagement, student ambassadors, and informal interaction
- **Cultural and Social Engagement:** encouraging social interaction, community building, and participation in student life through inclusive, game-based activities
- **Technology and Connectivity:** use of digital platforms (Moodle, Blackboard, newsletters) and promotion of tools such as JobTeaser to enhance student connectivity and access to opportunities

Technical University of Civil Engineering Bucharest (UTCB): EU-CONEXUS Orientation & Open Day Activities

UTCB implemented a two-phase outreach initiative to promote the IamSTUDENT project and strengthen the integration of the EU-CONEXUS Roadmap into student life. The first phase took place during the official faculty opening ceremonies on 29 September 2025 across all seven UTCB faculties, where EU-CONEXUS presentations introduced approximately 700 primarily first-year students to the alliance and its opportunities. The second phase was organised through the “EU-CONEXUS Open Day” on 25 March 2026 at the



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Faculty of Civil, Industrial and Agricultural Buildings, attracting more than 100 participants.



The event combined information sessions, interactive quizzes, student ambassador involvement, alumni testimonials, and gamified activities designed to promote mobility, international collaboration, and participation in EU-CONEXUS initiatives.



Through a dynamic and student-centred approach, the activities strengthened awareness of the alliance while fostering a sense of belonging to a wider European academic community. The activity enhanced the following components of the student identity:

- **Identity and Representation:** strengthening students' awareness of EU-CONEXUS and reinforcing their sense of belonging to an international European university alliance through visible promotion and peer engagement
- **Academic Attributes:** increasing knowledge of mobility schemes, minors, microcredentials, and international academic opportunities linked to the EU-CONEXUS Roadmap
- **Mobility and Accessibility:** promoting access to international programmes, intercultural experiences, and participation in alliance-wide educational initiatives

- **Cultural and Social Engagement:** encouraging interaction among students, ambassadors, and alumni through peer-to-peer communication, testimonials, and collaborative activities
- **Technology and Connectivity:** using digital quizzes, interactive engagement tools, and social media-oriented activities to support participation and awareness of EU-CONEXUS opportunities across campuses
- **Support and Services:** providing guidance and mentoring through the active involvement of student ambassadors and alumni who shared their experiences and encouraged participation in EU-CONEXUS activities

Student Feedback and Evaluation

A post-activity evaluation questionnaire was distributed to participants of the inter-campus activities. A total of 24 responses were collected from students representing several EU-CONEXUS partner universities and all four pilot activities. The results indicate a high level of satisfaction and confirm the positive contribution of the activities to the development of a shared EU-CONEXUS student identity.

Overall, 79.2% of respondents reported being satisfied or very satisfied with the activity they attended, while only a small minority expressed dissatisfaction. Furthermore, 58.3% of participants stated that the activity strengthened their sense of belonging and student identity across campuses to a moderate or high extent, demonstrating the potential of inter-campus initiatives to foster a stronger connection with the Alliance.

The activities were particularly valued for the opportunities they provided to meet students from other countries, engage in intercultural exchange, and participate in experiences outside the traditional academic environment. Qualitative comments highlighted the importance of social interaction, teamwork, language practice, and exposure to different perspectives as some of the most appreciated aspects of participation.

When asked whether they would recommend the activity to other students, 66.7% responded positively and a further 25% indicated that they would probably recommend it, reflecting an overall positive perception of the pilot actions.

Regarding future participation, students identified the opportunity to meet peers from other universities (79.2%), travel support and easier participation opportunities (62.5%), skills development and certificates (58.3%), and social networking opportunities (45.8%) as the strongest motivating factors for joining future inter-campus activities.

Participants also provided constructive recommendations for future editions. The most common suggestions included improving communication and follow-up procedures, providing clearer guidelines and facilitator training, offering more structured activity formats, extending the duration of certain activities, and strengthening dissemination of results and outcomes. These recommendations will be considered in the planning of future EU-CONEXUS inter-campus initiatives.

Key Impact Indicators

- 79.2% satisfied or very satisfied with the activity.

- 66.7% would recommend the activity to other students.
- 58.3% reported a strengthened sense of belonging to the Alliance.
- 79.2% identified meeting students from other countries as the main motivation for participation.
- 62.5% highlighted international and intercultural interests as a key area of engagement.
- The majority of respondents were undergraduate students (62.5%), demonstrating strong engagement among Bachelor-level participants.

ANNEX I

PHOTO CONTEST

Your campus, your perspective!

---- CONTEST RULES ----

ORGANIZATION

The Erasmus+ Project lamSTUDENT is organizing a free-of-charge photo contest to promote a shared sense of identity between the students of the EU-CONEXUS.

The Photo Contest will take place online, under the Terms and Conditions defined below.

Deadline for photo submissions: 10 November 2024

Voting: 18-14 November 2024

The photo contest is announced on the EU-CONEXUS' official website <https://www.eu-conexus.eu/en/university-photo-contest/> and on the social networks (Facebook, Twitter, LinkedIn and Instagram).

GOAL OBJECTIVE

The purpose of this competition is to allow students to express themselves and capture in the most creative way the student life in the 8 partner universities of the lamSTUDENT Erasmus+ Project.

The goal of the competition is for students, faculty and staff to get acquainted with the EU-CONEXUS community and start building a shared sense of identity.

ELIGIBILITY

The photo contest is open to all enrolled students (Undergraduate, Postgraduate, Master and PhD students) in all partner Universities of the lamSTUDENT partnership (LRUniv, UCV, KU, UNIZD, UTCB, SETU, FredU, AUA) 8 universities.

The contest is open for online submissions only, through the contest page available here <https://www.eu-conexus.eu/en/university-photo-contest/>.

Each participant can **submit only one photograph**. Participation is strictly personal, and the entrant cannot enter the contest on behalf of another person.

Pictures that contain: nudity, hate, discrimination, racism, violence, alcohol, drugs, political opinion, defamatory, offensive, pornographic, insulting, unlawful or contrary to good morals, won't be eligible to participate in the contest and be disqualified from participating.

IamSTUDENT Erasmus+ Project reserves the right to disqualify any entry and/or be stripped of any prize(s), and/or banned from entering future contests if it is deemed inappropriate or does not conform to stated standards.

PHOTO GUIDELINES (COMPOSITION & FORMAT)

1. All participants must be able to provide a high-resolution image that, if selected, can be printed on different mediums for exhibitions. The photo should be in high resolution (**at least 2480 x 3720 and minimum 300 dpi**).
2. Photo formats accepted are **.jpg** or **.png**.
3. Orientation can be either portrait or landscape.
4. The photo file submitted must be named with the photographer's name and surname, followed by the photo title (for example Name_Surname_Title.jpg).
5. Only minor modifications to the photographs will be accepted including cropping, brightness, contrast and minor colour correction. Any extensive editing is not permitted.
6. The following will not be accepted
 - (i) blurry, low resolution and unclear photos,
 - (ii) photos with watermarks, dates, stamps, or any other information that is not part of the original photo,
 - (iii) photos stretched horizontally or vertically.
7. Participants who do not meet the eligibility criteria will be removed from the contest.
8. The content of your images must be in accordance with the University's code of conduct.
9. Originality: submissions must be original work. Plagiarism is not allowed.

10. You must have the permission to take photos of individuals, and their permission to enter the photo into the contest (see Image Authorisation and Consent section)

IMAGE AUTHORISATION AND CONSENT

In accordance with data protection regulations, the treatment of images should be carried out with respect for the person. If faces or images from third people appears on the photo that could reveal their identities, the participant has the responsibility to have the image authorisation and consent, before uploading the photo to our contest website.

The consent could be granted by the Image Authorisation we facilitate (Annex 1) or by written proof that can be authenticated by the identity concerned, e-mail and/or paper signed with ID card.

By uploading the pictures on the website and accepting the GDPR box, the participant accepts the responsibility to have all the consents gathered.

WINNERS

As an international photo contest, involving several countries from the UE, up to 8 countries, the organisation has decided to award 1 winning prize per country/partner university.

Thus, there will be 8 winners maximum, and among these winners, one will be awarded as the international winner with bigger prize value, and the remaining winners will be national winners with different prize value.

VOTING AND EVALUATION

Photographs submitted will be evaluated by **two separate voting process**.

The first process is an open-to-all voting via our website, which will determine the local/national winners during one week.

Everybody can vote only one favourite photo one time, through the website <https://www.eu-conexus.eu/en/university-photo-contest/> . The voter should fill in their contact info, so we can avoid fake votes.

During this first voting period, 8 pictures will be selected, 1 picture per partner university, and they will be rated by receiving votes: the most voted picture per partner university, 8 semi-final selections.

These 8 pictures will pass to the second process for selecting the international winner.

The **second process** is internal voting among the Representatives of the 8 Universities participating in the lamSTUDENT Erasmus+ Project. Each university will not evaluate their national winner, each university jury members will evaluate a total of 7 pictures/photos.

The results of the competition will be announced by e-mail to the winners at the email address provided during entry. The results will be made official on the EU-CONEXUS webpage and social media.

EVALUATION CRITERIA

The evaluation will take into account the following points, rating them from 1 to 5 points:

- Creativity
- Relevance with the topic
- Quality
- European Values

TIMELINE

DATE	ACTION
14 October	Open call for submissions
10 November	Deadline for submissions
11-13 November	Reviewing eligible photos
13 -18 November*	Eligible photos will be upload on the website for voting
18 – 30 November*	1st Public Voting period for the national winners
9-10 December*	2nd voting with the grid for the international winner
11 December*	Winner announcement

**Dates could be rearranged due to organisational matters.*

PRIZE(S)

The prize awarded by lamSTUDENT may not be contested, exchanged for another prize or for their cash value, replaced, resold, transferred or reimbursed in whole or in part.

- The International Winner will receive a prize to the value of 150 euro (the respective university will decide the kind).

- The most voted photo from each university will also receive a prize to the value of 100 euro each (7 winners-the respective university will decide the kind).
- Nature/category of the prize could be different in each country: cash, electronic devices, stationary, etc. Consult your university.

All decisions are final.

The 8 winners will receive only one prize; double prize from national and international phase cannot be granted to the same student.

It is hereby specified that lamSTUDENT declines all responsibility for any incidents and/or damages of any kind that may arise from the enjoyment of the prize awarded and/or from their use. It is recalled that lamSTUDENT will not provide any guarantee or assistance services, as the prizes consist solely of the delivery of the prize as described above.

IMPORTANT: lamSTUDENT *reserves the right to modify the contest prize and its rules and regulations as and when necessary, without prior notice.*

INTELLECTUAL PROPERTY RIGHTS

Each participant in the photo contest certifies that they are the sole copyright-holder of the submitted photographs and they are original to them. The participant has full power to authorize the use of the photographs.

Each participant in the photo contest certifies that all submitted photographs do not violate or infringe on any existing copyright or any other third-party rights and contain nothing otherwise unlawful.

The participant grants for free to the organizers the worldwide non-exclusive right for the whole term of copyright, to use, edit, alter, copy, exhibit, reproduce, adapt, publish or distribute and redistribute the photographs in full or part for purposes of promoting lamSTUDENT Project or for any other lawful purpose and communicate to the public, worldwide, in any language in printed and electronic format, the whole or any part of the submitted photos.

The participant understands and agrees that the submitted materials will become the property of lamSTUDENT Project and will not be returned. In addition, the participant waives the right to inspect or approve any finished products, whether in written or electronic form.

The participant waives any right to royalties, payment or other consideration arising from or related to the use of the photo(s).

DATA PROTECTION (GDPR)

The information provided by the participants may be used for data processing, excluding commercial or political use.

The students benefit from the right to access, rectify, and remove data about themselves by making a formal request to the Organizer of the photo contest. Participants may request to be omitted or removed from the contest before the closing date of the submission.

LIABILITY

No visual elements of another party (affecting privacy or image rights) may appear in the images. If the photographs show people, participants must obtain permission from them.

Photographs must not contain elements that are defamatory, offensive, pornographic, racist, insulting, unlawful or contrary to good morals.

You hereby hold harmless, release, indemnify and discharge lamSTUDENT and its partners, affiliates, subsidiaries, advertising agencies, agents and their employees, officers and representatives from all liability, claims, judgments, demands, controversies, agreements, damages, actions and causes of action whatsoever, arising out of or related in any way to the contest or the conduct of the contest and the acceptance and use, misuse, or possession of any prize awarded, whether in law or in equity, no matter what the cause or nature, and you further waive any claims that you may state or assert against lamSTUDENT in association with the competition or any of its associated activities, or in any way related to or resulting from the contest even if such injury or claims results from or is caused by the negligence or gross negligence of lamSTUDENT, in whole or in part, due to human error or otherwise. You further agree to indemnify and hold harmless lamSTUDENT from any claim arising out of your participation in the contest including, without limitation, all claims brought or asserted by any third party as a result of any injury or loss that You or they may sustain in any way associated with your participation in the contest.

Under no circumstance will lamSTUDENT be liable for any:

- a) lost, late, misdirected, stolen, illegible or incomplete Submissions
- b) error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, submitted Photo



- c) problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, email, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing
- d) incorrect or inaccurate information, caused by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of the Photos and/or the Submissions
- e) injury or damage to any Participant or to any computer related to, resulting from or in connection with the Contest.

If, for any reason, the contest is not capable of being conducted as anticipated, due to computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of lamSTUDENT, which corrupt or affect the administration, security, fairness, integrity or proper conduct of the contest, lamSTUDENT reserves the right at its sole discretion to cancel, terminate, modify or suspend the contest as deemed appropriate, disqualify any Participant, and/or select winners from all eligible Photos submitted prior to the termination, cancellation, modification or suspension. lamSTUDENT reserves the right to correct any typo-graphical, printing, computer programming or operating errors at any time.

ANNEX II

Escape Room Activity – Rules & Guidelines for Participants

Erasmus+ Project lamStudent: Building Student Identity for European University Alliances (2023-1-FR01-KA220-HED-000166381)

To ensure everyone enjoys the game and the experience runs smoothly, please read and follow the rules below carefully.

Before the Game

- 1. Be on time!**
2. Please log in to the game platform (Zoom or other) **10 minutes before the start time** to test your connection and sound.
- 3. Check your technology.**
4. Make sure your **internet connection, camera, and microphone** work properly.
- 5. Stay for the entire session.**

6. If you leave early or don't join, your team may lose important members and the flow of the game.
7. **Late cancellation**
In case of cancellation, please make sure to inform the organisers at least 48 hours in advance so that your place can be offered to another participant.

During the Game

1. **Teamwork is key!**
2. Work together, listen to each other's ideas, and collaborate to solve the puzzles.
3. **Respect your teammates.**
4. Let everyone speak and share their thoughts — there are no bad ideas!

5. **Stay positive and patient.**
6. Some puzzles may be tricky. Keep calm and encourage each other — it's part of the fun!
7. **No spoilers.**
8. If you've played the same escape game before, don't give away the answers!
9. **No fighting or negative comments.**
10. Treat all players with **respect and kindness**. Disrespectful behavior will not be tolerated.
11. **Follow the moderator's instructions.**
12. Each team will have a live moderator and game guide — please follow their guidance throughout the game.

Technical Etiquette

1. **Keep your camera on** (if possible) to help communication and team spirit.
2. **Mute your microphone** when not speaking to avoid background noise.
3. **Avoid distractions.**
4. Please don't multitask, use your phone, or open other tabs during the game.

After the Game

1. **Share your thoughts.**
2. You'll receive a short feedback questionnaire after the game — please take 2 minutes to complete it!
3. **Be a good sport.**

4. Winning is fun, but the goal is teamwork, creativity, and connection. Celebrate everyone's effort!

5. **Interested** **in** **helping** **next** **time?**

If you enjoyed the experience, let us know if you'd like to become a moderator or ambassador in a future escape game.

Evaluation Results of the Online Escape Room

Date: 18 November 2025

Number of participants: 45

Number of respondents: 27

1. Home University:		
	Frequency	Percent
La Rochelle Université	1	3.7
Agricultural University of Athens	6	22.2
Catholic University of Valencia	5	18.5
Frederick University	2	7.4
Klaipeda University	2	7.4
South East Technological University	1	3.7
Technical University of Civil Engineering Bucharest	8	29.6
University of Rostock	0	0
University of Zadar	2	7.4
Total	27	100.0

2. Study level:		
	Frequency	Percent
Bachelor's	15	55.6
Master's	8	29.6
PhD	2	7.4
Other	2	7.4



Total	27	100.0	
Other			
Integrated master's			1
Undergrad but integrated master's programme			1

3. How would you rate your overall experience with the Escape Room activity?

	Frequency	Percent
Excellent	13	48.1
Good	10	37.0
Fair	4	14.8
Total	27	100.0

4. How enjoyable did you find the activity?

	Frequency	Percent
Very enjoyable	12	44,45
Enjoyable	12	44.45
Not very enjoyable	3	11.1
Total	27	100.0

5. To what extent did the Escape Room encourage collaboration among the EU-CONEXUS students in your team?

	Frequency	Percent
Very much	16	59.3
Somewhat	9	33.3

A little	1	3.7
Not at all	1	3.7
Total	27	100.0

6. Please select the skills you developed during the Escape Game.

	Frequency	Percent
Communicating with people from different cultures	19	70.3
Teamwork	22	81.4
Feeling part of the team	12	44.4
Empathy for your teammates	9	33.3
Supporting your teammates	15	55.5
Time management	13	48.1
Being creative while working with your team	13	48.1

7. Did the activity help you feel more connected to students from other EU-CONEXUS universities?

	Frequency	Percent
Yes, definitely	17	63.0
Somewhat	6	22.2
Not really	3	11.1

Not at all	1	3.7
Total	27	100.0

8. How did this activity help you feel part of the EU-CONEXUS student community?

No answer: 17 participants

By participating.

I managed to enter discussions with other students from EU-CONEXUS.

It was fun to connect with people from different countries and different academic backgrounds and try to solve the game together

It was splendid

It was the first time i actually had a conversation with erasmus students since during class we just focus on the lesson.

The small talk in the beginning with the other students

The time we spent at the start getting to know each other

This activity encourages cooperation among all students from different universities.

Very cool, I feel connected to other students

We had to quickly figure things out and collaborate.

9. How would you rate the overall organization of the activity?

	Frequency	Percent
Excellent	14	51.9
Good	9	33.3
Fair	4	14.8
Total	27	100.0

10. How satisfied were you with the moderators?

	Frequency	Percent
Very satisfied	18	66.7
Satisfied	5	18.5
Neutral	4	14.8
Total	27	100.0

11. What were the best aspects of the activity?

No answer: 16

Escape Game was very interesting.

Finding clues and guiding others on where to find them, brainstorming together.

I liked that we needed information about each others country such as which flag belongs to who.

Meet people from other universities.

People from other countries :)

Searching for clues and sharing.

Seeing how differently someone else would approach a problem.

Talking with other students.

Teamwork

Teamwork

The game itself

12. What could be improved for future activities?

No answer: 17

Better organisation of the teams. We started at first only two students, five minutes after another one joined and five minutes after that, another one. Therefore, we had to explain what we were doing. Also, it's best to share the link for the game before the break out rooms. The time is ideal for the game but if the game was bigger in duration I would have enjoyed more.

It would be nice if we didn't have to put the same code again and again in order to go back and forth to look for more clues. I would suggest that once a step is unlocked, it stays that way, so we won't waste time.

longer activities

Maybe more randomness in the groups (in my group 3 people were from the same country)

More complex puzzles; resistance to brute forcing passwords.

More time for the game.

Some debrief time or more escape rooms over a larger span of time with the same team so we can continue to hang out or even exchange contacts cuz we couldn't exchange contacts now but it was super fun and stimulating.

The link to the activity in our virtual room was somewhat delayed, so near the completion of the activity where moderators told us that the time was running out, our team had to randomly guess the passwords by trial and error rather than actually figuring them out and that took away some of the fun.

The site. All of us were stuck on the phone app at first. The text at the end with EUCONEXUS webpage was kinda hard to read. I think it would be easier for us to see what we can click on if there is a yellow outline around, while our cursor is hovering over.

To send the link to the email address since there wasn't enough time to copy it

13. Would you recommend this type of multicultural activities for other students in future EU-CONEXUS events?

	Frequency	Percent
Yes	23	85.2
Maybe	4	14.8
Total	27	100.0

14. Would you be interested in becoming a moderator in a future Escape Room activity?

	Frequency	Percent
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Yes, definitely	7	25.9
Maybe - I'd like to learn more about what it involves	9	33.3
Not at the moment	11	40.7
Total	27	100.0

ANEX III

Brief Overview of the Language Café Guidelines

To support the implementation of the Language Café activity, a set of practical guidelines was developed for both facilitators and participants. The guidelines aimed to ensure a smooth, inclusive, and engaging online language exchange experience across the EU-CONEXUS alliance.

The Language Café was organised as an informal online tandem activity where students met in small international groups once per week over a four-week period. Sessions were designed to last approximately one hour and focused on authentic communication, intercultural exchange, and peer-supported language practice in English, French, or Spanish.

The guidelines include:

1. General instructions on how to organise and conduct the online meetings
2. Recommendations for facilitators on encouraging participation, managing discussions, and creating a welcoming atmosphere
3. Suggested weekly themes and conversation topics
4. Session structures including warm-up activities, guided discussions, and wrap-up reflections;
5. Language-support prompts adapted to different proficiency levels (A1/A2, B1/B2, and C1/C2);
6. Example questions and vocabulary prompts to facilitate interaction and maintain conversation flow.

The thematic sessions focused on topics relevant to student life and intercultural communication, such as free time and hobbies, travel experiences, university life, culture, and everyday communication. The guidelines encouraged active participation, mutual respect, informal peer learning, and intercultural curiosity, while allowing flexibility for groups to adapt discussions according to their interests and language needs.

Overall, the guidelines provided a flexible and student-friendly framework that supported meaningful interaction, multilingual practice, and the development of a shared EU-CONEXUS student identity.