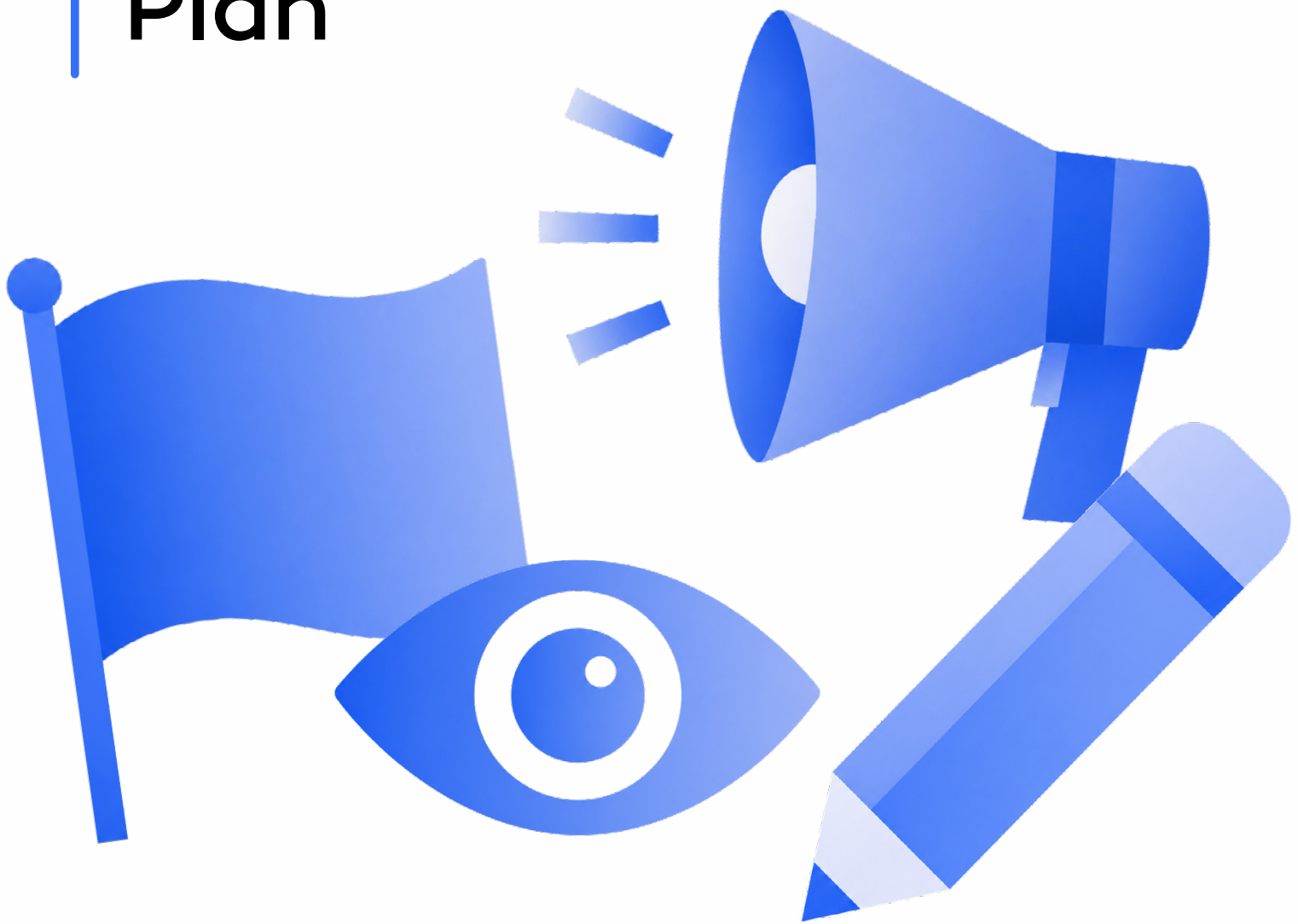


IamSTUDENT Branding and Communication Plan



Project Acronym	IamSTUDENT
Project Title	IamSTUDENT “Building Student Identity for European Universities Alliance”
Coordinator	La Rochelle Université
Partner universities	La Rochelle Université Klaipeda University University of Zadar Catholic University of Valencia Technical University of Civil Engineering Bucharest South East Technological University Frederick University Agricultural University of Athens
Website	https://www.eu-conexus.eu/en/projects/iamstudent/

Deliverable	4.1
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Introduction

This Branding and Communication Plan has been developed within the framework of the **EU-CONEXUS lamSTUDENT project** to establish a coherent and integrated communication ecosystem that enhances student engagement, increases the visibility of alliance-wide opportunities, and strengthens a shared European student identity across partner universities.

The plan defines the strategic and operational approach for communicating the **EU-CONEXUS Pilot Roadmap** and related student engagement initiatives. It brings together digital platforms, institutional activities, and identity-building actions into a unified framework designed to ensure consistency, clarity, and continuity across all communication channels within the alliance.

Through a combination of structured communication activities, participatory processes, and coordinated branding tools, the plan aims to improve student awareness, encourage active participation, and reinforce a strong sense of belonging within the EU-CONEXUS community. Ultimately, it positions the alliance as a connected, visible, and student-centred European university network.

II.

Strategy

How EU-CONEXUS Pilot Roadmap
Will Be Communicated to the Students

The communication strategy for the EU-CONEXUS Pilot Roadmap is designed to establish a coherent and integrated framework for how student-facing initiatives within the lamSTUDENT project will be communicated, positioned, and experienced across the alliance. It brings together digital platforms, engagement activities, and identity-building tools into a unified communication ecosystem that ensures consistency, clarity, and continuity across all student touchpoints.

This strategy moves beyond isolated communication actions and instead promotes a structured and interconnected approach, where each channel and initiative contributes to a shared narrative of student engagement within EU-CONEXUS. The objective is to ensure that the Pilot Roadmap is not only disseminated effectively, but also understood, adopted, and actively used by students across all partner universities.

The strategic objectives of this communication framework are as follows:

- Establish a unified and integrated communication system
- Increase visibility and understanding of EU-CONEXUS opportunities
- Ensure centralised and user-centred access to information
- Enhance student engagement with the Pilot Roadmap
- Reinforce a shared EU-CONEXUS student identity
- Ensure consistency across all communication channels
- Support long-term sustainability and scalability

2.1. Lines of Action

The following lines of action define the operational and strategic framework for the implementation of the lamSTUDENT initiative within EU-CONEXUS. They are designed to ensure a coherent, user-centred and evidence-based communication ecosystem that strengthens student engagement, fosters a shared identity, and improves access to alliance-wide opportunities and services.

2.1.1. Campus Life Website

- All communication for the lamSTUDENT initiative will be delivered through a dedicated digital platform named Campus Life. This website will function as the central hub for information, engagement, and visibility across all EU-CONEXUS partner universities, consolidating opportunities, resources, and updates for the student community within a single structured environment.
- The platform will build on the existing EU-CONEXUS digital ecosystem, which already serves as the primary reference point for student-related information. Its integration into this established infrastructure will ensure consistency, continuity, and alignment across all communication activities.

Strategic Vision and Expected Impact

The Campus Life website will operate as the main digital gateway for student engagement within the lamSTUDENT initiative. It will centralise all relevant content, ensuring that information is accurate, up to date, and easily accessible, thereby supporting a coherent and structured communication framework across the alliance.

The platform will follow a user-centred design approach, enabling students to access all services and information through a single-entry point. By embedding the initiative within the existing EU-CONEXUS website architecture, the user journey will be streamlined, reducing fragmentation across multiple channels and improving efficiency in information retrieval.

Accessibility and inclusivity will be embedded as core design principles. The website will be fully responsive and optimised for all devices and digital environments, ensuring equal access for all students regardless of location or technological conditions. This will reinforce equity and consistency across the EU-CONEXUS student experience.

Website Structure

- **The Campus Life website** will be organised into clearly defined sections to ensure intuitive navigation and effective content distribution:
- **Student Calls:** Dedicated to participation opportunities, calls, and engagement initiatives available across the alliance.
- **News & Events:** Centralised updates on institutional news, events, and student activities.
- **Culture:** A space promoting artistic, cultural, and collaborative initiatives that foster community engagement.
- **Career Centre:** A collaborative career platform powered by JobTeaser, connecting students and graduates with job opportunities, career guidance, and professional development events across EU-CONEXUS universities.
- **Deeper Knowledge:** A section dedicated to academic enrichment and research-based initiatives, including programmes such as the Student Research Hub and Open Lab Hours.

— **Mobility Starter Packs (Student Toolkits):**

A practical resource area providing structured guidance for students undertaking mobility experiences at partner universities. These toolkits will include essential information on academic and campus life, accommodation, migration procedures, healthcare, transport, cost of living, and local integration.

2.1.2. Roadmap

The EU-CONEXUS Roadmap for Student Inter-Campus Life will be developed through a structured, evidence-based methodology led by the lamSTUDENT project team. This process will combine qualitative and quantitative research methods, including surveys, benchmarking, workshops, and stakeholder consultations. The objective is to ensure that the final roadmap reflects genuine student needs, strengthens inter-campus engagement, and supports coherent communication practices across the alliance.

The development process will adopt a co-creation approach involving students, institutional representatives, and alliance partners, ensuring that all relevant perspectives contribute to the final strategic framework.

KEY ACTIONS:

A series of coordinated actions will be implemented to inform the design and content of the roadmap:

- **Student Survey:** A targeted survey will be conducted between April and June 2024 to evaluate the impact of pilot initiatives aimed at strengthening student identity and awareness within the alliance. It will also identify the most effective communication channels for reaching students and disseminating EU-CONEXUS opportunities and services.
- **Benchmarking Analysis:** Comparative research will be conducted across European Universities Alliances during the 2023/2024 academic year. This analysis will identify best practices and innovative communication models applicable to EU-CONEXUS.
- **Workshops:** Physical workshops will be organised by the lamSTUDENT team with representatives from partner universities. These sessions will focus on reviewing existing communication practices, identifying effective initiatives, and defining gaps to be addressed in the final roadmap, resulting in actionable recommendations.
- **Student Board and Ambassadors Consultation:** Direct engagement with the EU-CONEXUS Student Board will be carried out to gather structured feedback on expectations, communication preferences, and engagement priorities.

- **EU-CONEXUS Student Congress:** A physical Student Congress will be organised during the EU-CONEXUS Festival, bringing together students from across the consortium. This participatory forum will enable the exchange of ideas, discussion of strategic priorities, and reinforcement of a shared EU-CONEXUS identity.

2.1.3. Activities to Strengthen Student Identity

A coordinated set of initiatives will be implemented across EU-CONEXUS partner universities to strengthen student identity, enhance a sense of belonging, and increase awareness of alliance services. These activities will ensure that students understand the value of EU-CONEXUS from the beginning of their academic journey and actively engage with its opportunities.

Student Onboarding and Institutional Presentations

At the start of each academic year, EU-CONEXUS activities and services will be systematically presented during official institutional welcome sessions across all partner universities. These presentations will introduce students to the structure of the alliance, its objectives, and the opportunities available within it.

In addition, targeted onboarding meetings will be organised for newly enrolled students. These sessions will provide an interactive environment to present EU-CONEXUS services and support early engagement with the alliance.

Community-Building and Intercultural Engagement

A series of informal, culture-based activities will be promoted to encourage interaction between students and strengthen intercultural understanding. These initiatives will include formats such as shared cultural experiences, including food-based events where students present traditional products and their cultural significance. These activities will be replicated across partner universities to reinforce a shared European identity and foster community cohesion.

2.1.4. Digital Engagement and Platforms

Digital tools will play a central role in reinforcing student identity within EU-CONEXUS. The Moodle platform will be used to centralise academic resources and alliance-related content, ensuring continuous access to key information.

Also, EU-CONEXUS certificates will be introduced as a

formal recognition mechanism for student participation in alliance activities. This system will enhance motivation, increase perceived value of engagement, and provide students with tangible recognition of their involvement within both academic and professional contexts.

In parallel, EU-CONEXUS social media channels will function as a primary engagement tool. These platforms will be leveraged to increase visibility, promote interaction, and strengthen the sense of belonging among students through consistent and targeted communication. Social media has been identified as one of the most effective channels for fostering community connection within the student population.

2.1.4.1. Social Media Guidelines for Events

These guidelines provide a structured framework for the use of social media in the communication of EU-CONEXUS events. They ensure consistency across partner universities and define a coherent communication approach adapted to different event formats. Two differentiated models are applied depending on whether the activity is delivered in a physical or virtual environment.

A. Physical Events

Phase: Pre-Event

Objective	Build awareness and participation
Key Actions	Event announcements, teaser content, visual identity rollout, participant information shared via institutional and alliance channels
Strategic Impact	Generates anticipation and ensures consistent visibility across campuses

Phase: During Event

Objective	Enhance visibility and real-time engagement
Key Actions	Live coverage (stories, photos, short videos), student-generated content, highlights of key activities, unified branding across all posts
Strategic Impact	Strengthens EU-CONEXUS presence and showcases on-site student interaction

Phase: Post-Event

Objective	Consolidate experience and reinforce identity
Key Actions	Recap posts, highlight reels, testimonials, recognition content (certificates, badges)
Strategic Impact	Extends event impact and reinforces sense of belonging

B. Virtual Events

Phase: Pre-Event

Objective	Ensure digital readiness and engagement
Key Actions	Platform access information, digital onboarding, teaser content, technical guidance, community channel activation (e.g. Teams/Discord)
Strategic Impact	Ensures smooth participation and early digital connection

Phase: During Event

Objective	Maintain engagement in real time
Key Actions	Live streaming, interactive posts, polls, breakout session highlights, collaborative digital content
Strategic Impact	Simulates physical presence and strengthens virtual interaction

Phase: Post-Event

Objective	Reinforce learning and community
Key Actions	Recorded sessions, recap content, digital testimonials, online recognition (badges, certificates)
Strategic Impact	Extends engagement beyond the event and consolidates digital community

This dual communication model ensures that both physical and virtual events are communicated in a structured and consistent way. It reinforces EU-CONEXUS visibility across all formats, strengthens student engagement, and guarantees a unified alliance identity regardless of the delivery environment.

2.1.5. Branding and Materials

During the implementation phase:

- a set of EU-CONEXUS student identity goodies will be produced which will be decided during the workshops with the students.
- marketing tools such as posters, banners, visuals, landing pages for web, video stories.

III.

Communication Plan

Communication Plan for Inter-Campus
Actions to Strengthen EU-CONEXUS
Student Identity (4 Inter-Campus Events)

3.1 Purpose and Scope

This section presents the strategic communication plan designed to support the organisation and promotion of the inter-campus initiatives developed under the lamSTUDENT project, while fostering student engagement across the EU-CONEXUS alliance.

The plan establishes a coherent communication framework for all partner universities, ensuring consistent visibility, participation, and dissemination across the different activities.

The four inter-campus activities addressed in this plan are:

1. Photo Contest – “Your Campus, Your Perspective”
2. The Scent of the City
3. Online Escape Room
4. Online Language Exchange

3.2 Communication Framework

3.2.1 Communication Phases

This table outlines the communication structure to be applied during the preparation, implementation, and follow-up of the inter-campus campaigns.

	Phase: Launch
Timing	1 week before the activity
Objective	Announce activity
Key Actions	Main post, CTA, save the date
	Phase: Engagement
Timing	During activity
Objective	Maintain participation
Key Actions	Stories, repost, reminders
	Phase: Post-Event
Objective	After the activity
Key Actions	Recognise participation and ensure visibility
Key Actions	Recap posts, winners announcement

3.2.2 Content Structure

Communication activities are organised into three stages:

1) Pre-activity phase

- Save the date announcements
- Participation guidelines

2) Active phase

- User-generated content reposting
- Reminders and updates
- Interactive formats (polls, quizzes, Q&A)

3) Post-activity phase

- Thank-you messages
- Winners' announcement (where applicable)
- Recap content (photos and videos)

To maximise visibility, all partner universities will be tagged and mentioned across all communication outputs.

3.2.3 Frequency Guidelines

Feed posts: 1 per week per campaign

Stories: 1-2 per week during active phases

Reminder posts: 1 per campaign

Final recap: 1 per campaign

3.2.4 Communication Channels

- Instagram and Facebook (primary engagement channel)
- LinkedIn (institutional communication)
- EU-CONEXUS and Partner University websites
- Internal newsletters of partner institutions
- On-campus digital screens

3.2.5 Branding and Visibility Guidelines

- All partner universities will be tagged in each publication
- Shared hashtags: **#EUCONEXUS #IamSTUDENT**
- Consistent use of EU-CONEXUS visual identity
- Active involvement of ambassadors
through tagging and reposting

3.2.6 Engagement Mechanisms

- Competitions and incentives
- Visibility through reposting
- Interactive formats
- Recognition of participants and winners

IV.

EU-CONEXUS

Student Identity

Visualisation

4.1 Purpose

The EU-CONEXUS Student Identity Visualisation aims to strengthen the sense of belonging among students across the alliance through a coherent and recognisable visual identity.

The implementation of shared visual elements across digital and physical communication materials contributes to reinforcing the visibility of the lamSTUDENT project and fostering student engagement within the EU-CONEXUS community.

All communication materials are disseminated in English through official EU-CONEXUS channels, while partner universities may further adapt and share content through their institutional and national communication channels.

4.2 Branded Materials and Visual Identity

To reinforce the visibility of the alliance and promote a shared student identity, a range of branded materials has been developed and implemented throughout the project activities, including the Campus Life webpage, social media communication, and student events.

The materials include:

IamSTUDENT Logo



Branded Student Life Stickers

Studentlife

Studentlife

Studentlife

Studentlife

Studentlife

Studentlife

Studentlife

Studentlife

Studentlife

Studentlife

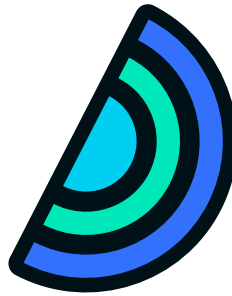
Studentlife

Studentlife

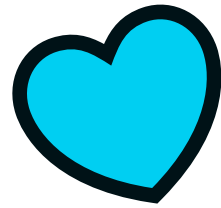
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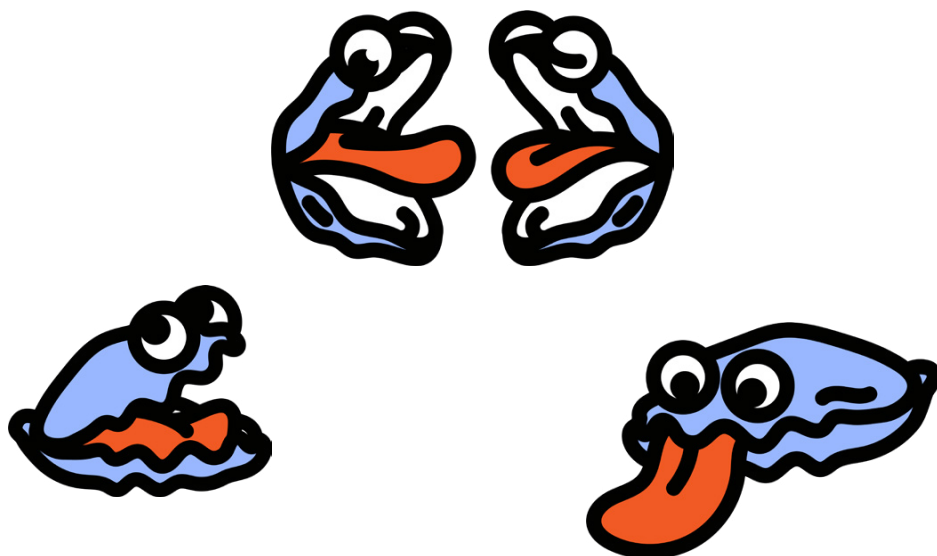
Studentlife

Illustrations

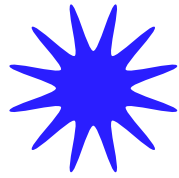
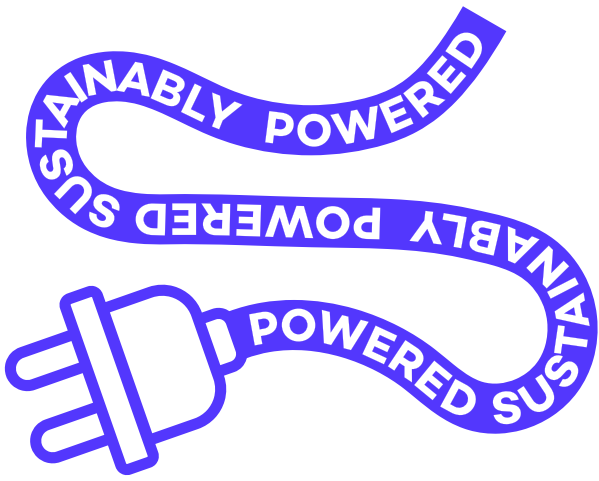


I am
Student

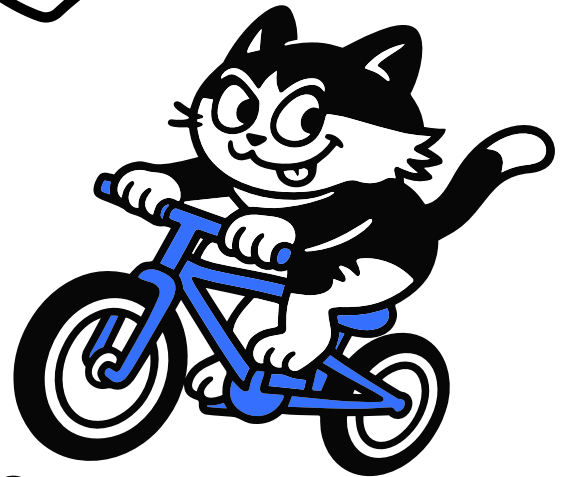




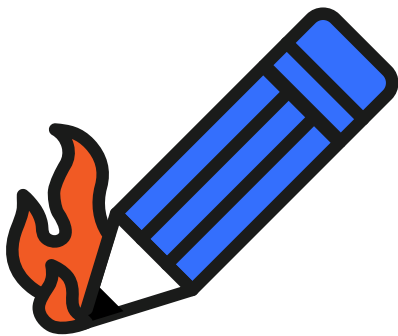
Studentlife



Urban



CLEAN ENERGY

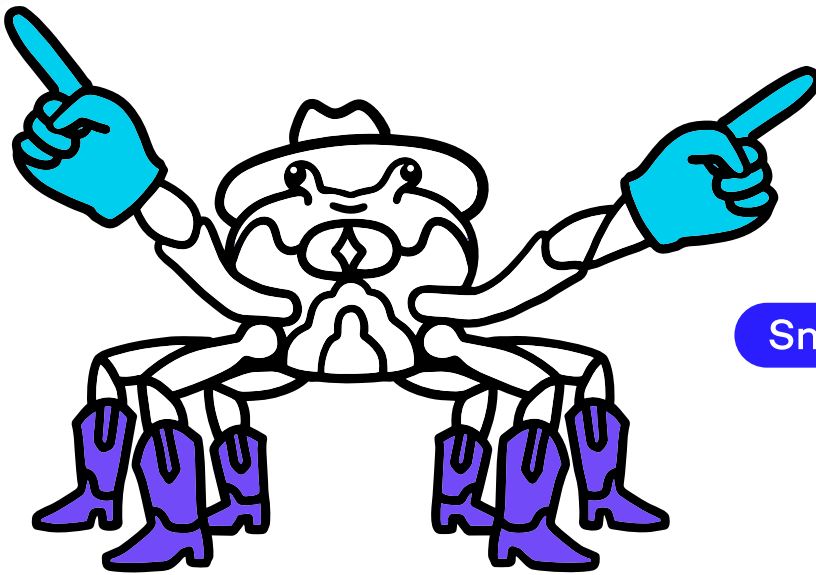




University

Hearts
on fire

European



Smart



Coastal

Sustainability



4.3 Marketing and Promotional Materials

A variety of communication and promotional materials has been developed to support the dissemination of project activities before, during, and after EU-CONEXUS events. These materials include:

T-shirts and Sweaters

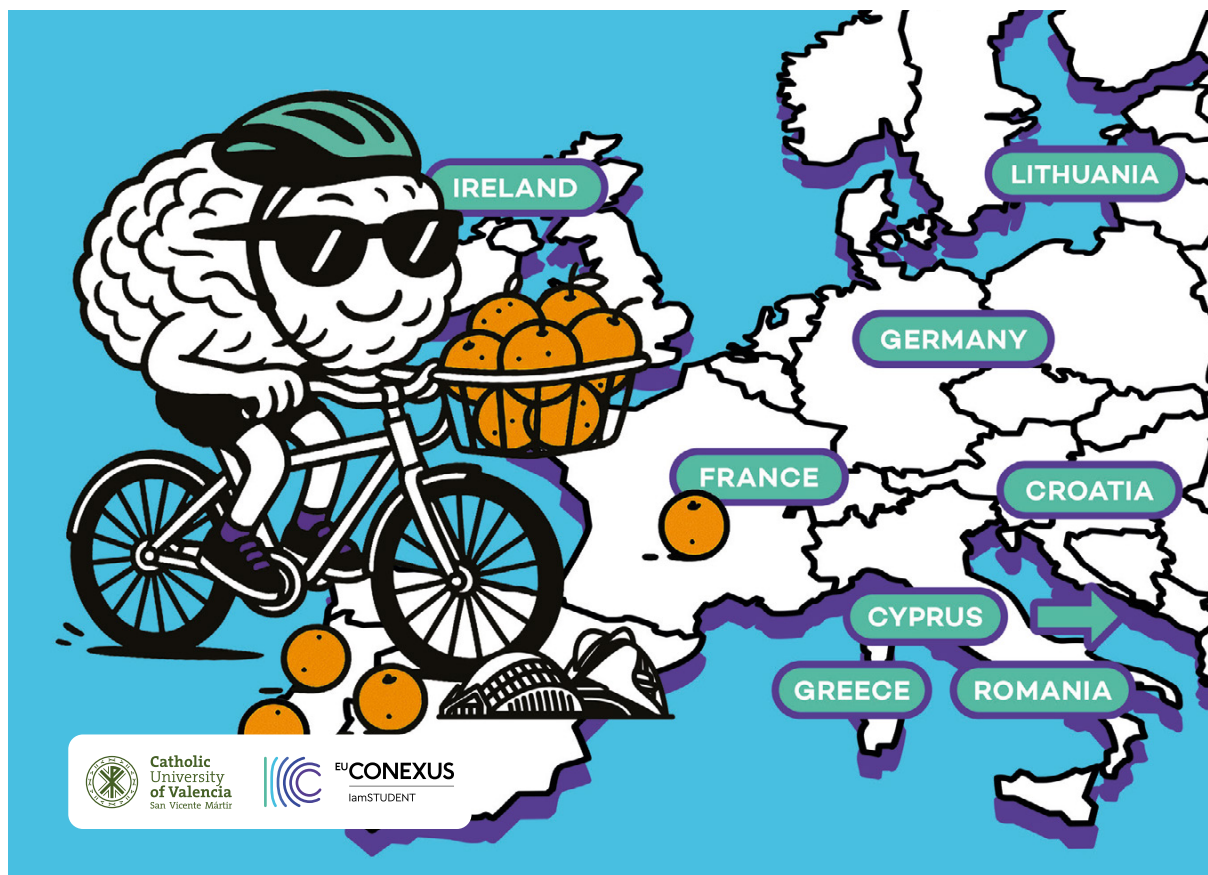




Tote Bags



Postcards



Dear new UCV
undergraduate students,



Welcome to **EU-CONEXUS**, a unique alliance of **9 European universities** of which the UCV is a member.

As you don't know us yet, we would like to introduce some of the opportunities you can take advantage of as a UCV student, all of them at no extra cost as part of your university experience:

- ★ Learn new key skills for your professional future while travelling: **Micro-credentials**, **Minors**, **BIPs** (Blended Intensive Programmes), **Student Research Hubs** (SRH) and **COILs**.
- 😊 Collaborate with international students in **competitions**, **projects** and **language exchange programmes**.
- 🎉 Enjoy cultural activities and in-person European events such as **festivals**.
- 📁 Find internships and employment with the **JobTeaser** programme.

P.S.: Become an **EU-CONEXUS ambassador** at the **UCV** and sign up before anyone else for all the calls and opportunities on offer.

Write to us at euconexus@ucv.es or visit our website (scan the QR code) to find out more.

TO:
all UCV students

FROM:
UCV EU-CONEXUS Team

Roll-ups

EU-CONEXUS
IamSTUDENT

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FRANCIA
GRECIA
LITUANIA
ALEMANIA
ESPAÑA
IRLANDA
RUMANIA
CROACIA
CHIPRE

Únete a la comunidad
EU-CONEXUS
en la UCV

1 alianza europea, 9 universidades,
muchas oportunidades

- Escuelas de verano
- BIPs (Blended Intensive Programmes)
- Centros de investigación estudiantil
- Microcredenciales
- Minors
- Máster conjunto en Biotecnología Marina
- Actividades culturales
- Becas y movilidades financiadas
- JobTeaser: prácticas y empleo internacional

EU-CONEXUS
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IRELAND
ROMANIA
GREECE
FRANCE
GERMANY
LITHUANIA
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CYPRUS

Join the
EU-CONEXUS at AUA

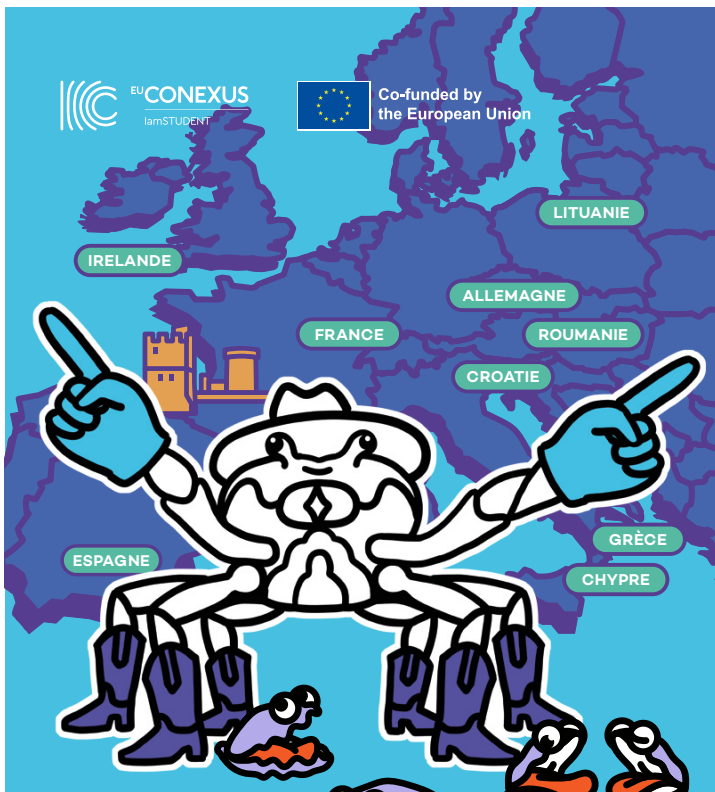
1 European alliance, 9 universities,
many opportunities

- Summer Schools
- BIPs (Blended Intensive Programmes)
- Student Research Hub
Open Lab Hours
- Micro-credentials
- Minor Programmes
- Joint Master Programme in Marine Biotechnology
- Cultural Activities
- Funded Scholarships and Mobilities
- JobTeaser: Internships and Global Career Opportunities





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Découvrez EU-CONEXUS à La Rochelle Université



Une alliance européenne de 9 universités, engagées pour la durabilité urbaine et côtière.



Formations en anglais



Mobilités et projets interculturels



Innovation et recherche collaborative



Career center : Emplois & stages en Europe

EU-CONEXUS : un réseau, des opportunités, votre avenir.



Website Banners



Social Media Visuals

What's a life like as a EU-CONEXUS student?

[On Instagram](#)

University Photo Contest

[On Instagram](#)



The poster is purple and features the EU-CONEXUS logo and the European Union flag with the text 'Co-funded by the European Union'. The main title is 'University Photo Contest' followed by 'SHOW YOUR CAMPUS LIFE PERSPECTIVE'. At the bottom, it says 'Win up to a 150€ in prizes' and 'APPLY UNTIL 10th NOVEMBER'.

Landing pages

Poetry Contest on a "Sense of Place"

[On EU-CONEXUS webpage](#)

EU-CONEXUS Visual Arts Exhibition

[On EU-CONEXUS webpage](#)

Short Story Contest on the Future of the Coastline

[On EU-CONEXUS webpage](#)

4.6 Testimonials and Student Participation

Student testimonials play an important role in reinforcing the authenticity and visibility of the EU-CONEXUS student identity.

Students participating in EU-CONEXUS activities are encouraged to share photos, videos, and personal experiences through social media using the hashtag #IamSTUDENT.

This user-generated content contributes to strengthening peer-to-peer interaction, increasing the visibility of the alliance, and fostering a stronger sense of belonging among students across the different campuses.



La Rochelle Université



ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
AGRICULTURAL UNIVERSITY OF ATHENS

Agricultural University of Athens



Catholic University
of Valencia



Klaipeda University



University of Zadar



Technical University
of Civil Engineering Bucharest



South East Technological University



University of Rostock



Frederick University

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