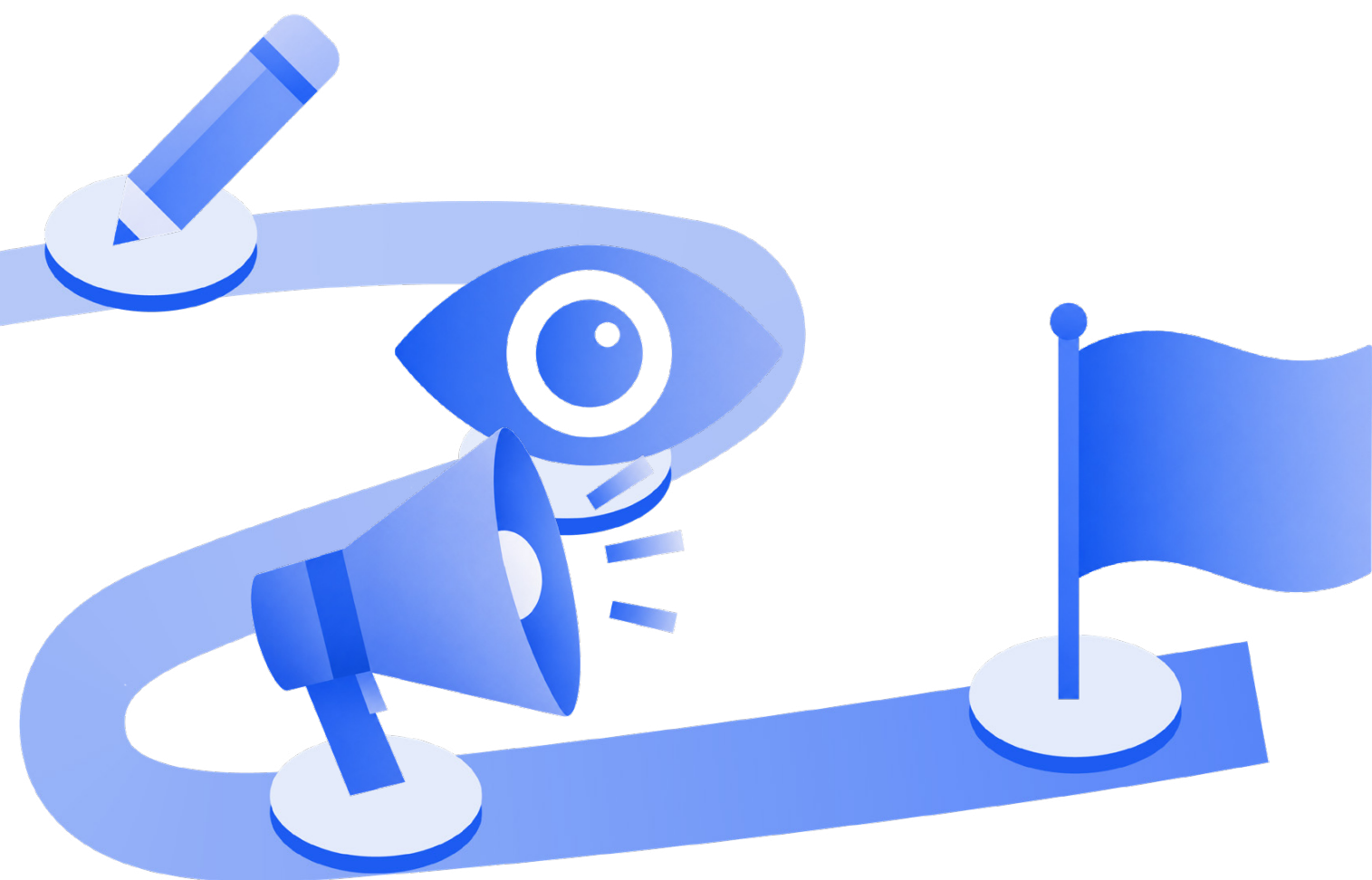


IamSTUDENT Communication and Dissemination Strategy



Deliverable	5.1
Title of Deliverable	Communication and Dissemination Plan
Work Package	5
Work Package Leader	Frederick University (FredU) South East Technological University (SETU)
Task and Deliverable Leader:	Catholic University of Valencia (UCV)
Deliverable Date	25 th of June 2026
Dissemination Level	Public
Contributors	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

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

4	Introduction	
6	I. Objectives	
10	II. Target Audiences	
14	III. Communication tools	
	3.1 Website	16
	3.2 Social Media	17
	3.3 Student Ambassadors	19
	3.4 Other Channels	21
	3.5 Visual Materials	21
	3.6 EU-CONEXUS Student Identity Visualisation	25
	3.7 Final Dissemination Conference	26
28	IV. Content and Action Plan	
30	V. Key Performance Indicators (KPIs)	
	5.1 Key Performance Indicators (KPIs)	31
	5.2 Communication objectives and success indicators	32

Introduction

The European Universities Initiative, bringing together dozens of alliances and hundreds of higher education institutions across Europe, seeks to transform higher education. Despite ongoing efforts since 2019, students still tend to identify more with their individual universities than with the alliance to which their university belongs. The EU-CONEXUS alliance, representing nine universities, has initiated several joint actions to address this challenge; however, a comprehensive approach is still lacking. To tackle this issue, the project partners aim to strengthen inter-campus student identity by incorporating best practices from various alliances and developing a transferable approach that can be adopted across European University alliances.

The IamSTUDENT Communication and Dissemination Strategy aims to provide a comprehensive yet streamlined approach to communicating and disseminating the project's key elements, activities, achievements and results to a wide range of audiences.

It outlines the main objectives, key messages, target audiences and communication activities, as well as the different tools that will be used to disseminate information throughout the project's duration.

This strategy has been developed by the following eight project partners:

- La Rochelle Université (LRUniv)**
- Agricultural University of Athens (AUA)**
- Catholic University of Valencia (UCV)**
- Klaipeda University (KU)**
- University of Zadar (UNIZD)**
- Technical University of Civil Engineering of Bucharest (UTCB)**
- South East Technological University (SETU)**
- Frederick University (FredU)**

I.

Objectives

The IamSTUDENT Communication and Dissemination Strategy aims to support European University alliances by identifying the key elements of inter-campus student identity, introducing innovative engagement initiatives, fostering international collaboration and facilitating the exchange of good practices.

The strategy has been developed under the umbrella of the EU-CONEXUS brand identity, following a communication approach that promotes understanding of and engagement with the alliance's activities.

What do we want to achieve?

IamSTUDENT seeks to engage students in EU-CONEXUS activities and strengthen their sense of belonging to a European University community, in line with European values.

The communication and dissemination objectives are:

- Raise awareness of IamSTUDENT, its objectives and its contribution to strengthening student identity and fostering a sense of belonging within European University alliances.
- Engage students and relevant stakeholders from EU-CONEXUS and its associated partners in project activities, encouraging active participation, collaboration and the exchange of experiences across campuses.
- Increase the visibility of students, their experiences and their contributions, highlighting the diversity and added value of the European University model.

- Ensure the effective dissemination of the project's activities, outputs and results among partners, associated partners, higher education institutions, European University alliances and other relevant stakeholders.
- Promote the uptake and long-term sustainability of the project's main outcomes, particularly the Roadmap and Toolkit for strengthening student identity, facilitating their use and transferability beyond the project consortium.

II.

Target Audiences

IamSTUDENT adopts an inclusive approach, targeting students across all partner universities and study cycles. Particular attention will be paid to ensuring the participation and representation of students from less advantaged backgrounds, students with disabilities and students with limited English proficiency.

lamSTUDENT adopts an inclusive approach, targeting students across all partner universities and study cycles. Particular attention will be paid to ensuring the participation and representation of students from less advantaged backgrounds, students with disabilities and students with limited English proficiency.

- 1. Students:** They are the primary target audience and key beneficiaries of the project. As a student-centred initiative, lamSTUDENT relies on their active participation, feedback and contributions throughout its implementation. Students will be engaged in project activities and invited to share their experiences, needs and good practices to help strengthen student identity and foster a sense of belonging within the European University environment.
- 2. European University Alliances and Higher Education Institutions:** lamSTUDENT addresses common challenges faced by European University alliances and other higher education consortia in engaging students across campuses and promoting

a shared institutional identity. These stakeholders, including the project's associated partners, will be invited to:

- Exchange experiences and share good practices.
- Contribute to discussions and project activities.
- Benefit from and potentially adopt the project's outputs and recommendations.
- Explore the transferability of the Roadmap and Toolkit within their own institutional contexts.

3. Other Relevant Stakeholders: Although lamSTUDENT is primarily student-centred, the project will also engage a broader group of stakeholders who may benefit from its outcomes and contribute to their dissemination. These include university staff, student support services, communication professionals, policymakers and organisations involved in the European Higher Education Area and the European Universities Initiative.

To ensure effective communication and dissemination, the project identifies a range of internal and external target audiences, as presented in Table 1.

Internal audience	Students enrolled in EU-CONEXUS joint programmes Students enrolled in regular programmes at partner universities Student associations within partner universities Academic and teaching staff Administrative and professional staff Campus support services Associated partners External Advisory Board
External audience	Prospective students European Commission European student associations International student associations Other Higher Education Institutions Other European University Alliances Policy-makers and education stakeholders Relevant networks and organisations

TABLE 1: IAMSTUDENT TARGET AUDIENCES

III.

Communication tools

The lamSTUDENT communication approach relies on a combination of existing EU-CONEXUS communication channels and project-specific tools designed to engage students, promote project activities and disseminate project results. These channels will contribute to strengthening a cohesive student identity across the alliance while ensuring consistency with the EU-CONEXUS brand identity.

Communication and dissemination activities will make use of the established communication channels of the EU-CONEXUS partner universities and associated partners, acting as multipliers to maximise outreach and foster a shared sense of belonging within the European University community.

The communication tools described below include digital platforms, visual materials, events and engagement activities that partners can use and adapt to communicate the key messages of lamSTUDENT and encourage student participation.

3.1 Website

To consolidate information and enhance project visibility, a dedicated IamSTUDENT webpage will be established within the EU-CONEXUS corporate website. The webpage will serve as the main reference point for communicating project activities, achievements, outputs and opportunities for student engagement.

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.

The project webpage will include:

- A general overview of lamSTUDENT and its objectives.
- Information about the project partners and associated partners.
- Descriptions of the project's major activities, milestones and results.
- Information about opportunities for student participation and surveys.
- Public access to the final project outputs, including the Roadmap and Toolkit for strengthening student identity.
- Contact information.

3.2 Social Media

Given the student-centred nature of lamSTUDENT, social media will play a key role in raising awareness, promoting participation and creating opportunities for interaction among students across the EU-CONEXUS campuses.

Social media content will be adapted to students' communication habits and preferences, using formats such as short videos, student stories, interviews, visual content

and campaign-based posts. A storytelling approach will be adopted to highlight student experiences, promote intercultural exchange and strengthen the sense of belonging to the European University community.

	PLATFORM	FOLLOWERS
	Instagram	6930
	Facebook	2400
	LinkedIn	5424
	YouTube	642

TABLE 3. EU-CONEXUS SOCIAL MEDIA CHANNELS AVAILABLE FOR IAMSTUDENT DISSEMINATION. FIGURES COLLECTED IN JUNE 2026.

Member institutions of EU-CONEXUS may also reshare EU-CONEXUS content on their own social media channels, acting as multipliers to maximise the reach of key messages.

Where relevant, lamSTUDENT-related content published through the EU-CONEXUS social media channels should include the following hashtags: #EUCONEXUS, #lamStudent and #EuropeanUniversities. An additional hashtag related to the specific partner university or the topic of the publication may be added when the content focuses on campus life, student activities or local engagement initiatives.

3.3 Student Ambassadors

The introduction of the Student Ambassador role represents a strategic mechanism to support student engagement and strengthen communication between campuses. As IamSTUDENT focuses on building a shared student identity across EU-CONEXUS, Student Ambassadors will act as peer representatives who facilitate dialogue, participation and exchange among students.

- **Peer-to-Peer Connection:** Students often respond more positively to communication from their peers. Student Ambassadors can leverage this peer connection to establish effective communication channels, fostering stronger engagement with the target audience.
- **Navigating Cultural Nuances:** As representatives of their local student communities, Student Ambassadors will help adapt communication approaches to different institutional and cultural contexts. This will ensure that communication strategies are culturally sensitive and resonate with the diverse student population.
- **Promoting Active Involvement:** Student Ambassadors can encourage active student participation in co-creating identity and shaping project initiatives. This involvement not only enriches the project outcomes but also fosters a sense of ownership within the student community.

Student Ambassadors will be nominated at each university to:

- Communicate with students.
- Organise pilot actions and events.
- Act as liaisons with departments related to student campus life.

They will act as intermediaries:

- To ensure that inter-campus actions take cultural, institutional and organisational specificities into account.
- During Roadmap presentations.
- At awareness-raising events.
- In selecting appropriate communication terminology.
- Between university departments to ensure comprehensive information sharing.
- Directly with students.

Formal communication channels will be coordinated through the Project Manager and the Work Package teams, while the EU-CONEXUS Student Board and Student Ambassadors will facilitate engagement and interaction with student organisations.

3.4 Other Channels

In addition to the dedicated project webpage and the EU-CONEXUS social media channels, lamSTUDENT will benefit from the wider communication ecosystem established within the alliance. This includes the communication channels of partner universities, student organisations and relevant European networks.

These channels include institutional websites, newsletters, student portals, social media platforms, events, communication campaigns and other dissemination activities organised by the partner institutions.

Student organisations and student-led networks will also play an important role as multipliers, helping to disseminate project messages, promote participation opportunities and engage students across different campuses.

These communication channels will contribute to extending the visibility of lamSTUDENT beyond the immediate project community while supporting student engagement, participation and the long-term sustainability of the initiative.

3.5 Visual material

The visual identity of IamSTUDENT, including all graphic and communication materials, will follow the EU-CONEXUS brand guidelines. This approach will ensure a consistent and recognisable representation of the alliance across all communication channels, partner universities and participating countries.

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

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

Main logotype



Logotype with full title



Every University that forms EU-CONEXUS has its own logotype in its national language to be used for internal communications.

This helps to:

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

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

IamSTUDENT will be integrated within the EU-CONEXUS sub-branding framework as one of the alliance's initiatives. A dedicated project logo and visual identity elements will be used to ensure the visibility and recognition of the project across all communication materials, outputs and activities.

The visual and audio-visual materials created under lamSTUDENT will include:

- Project activities and results: Eight main communication materials, including static posts and visual content.
- Collecting experiences: 20 student-created video stories (Reels) showcasing inter-campus experiences and promoting the lamSTUDENT student identity.
- Sub-branding logo and visual identity elements.
- Goodies developed within WP4 and supervised by the Joint Communication Unit (JCU).
- Student identity visualisation materials developed within WP4 and supervised by the JCU.
- Presentation templates and other communication resources.

All communication materials will include the appropriate EU funding visibility elements. The European Union and Erasmus+ logos will be displayed across relevant communication channels, documents, brochures, event materials and other outputs, in accordance with the funding requirements.



**Co-funded by
the European Union**

Any communication activity related to the project will include the following disclaimer:

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

3.6 EU-CONEXUS Student Identity Visualisation

The EU-CONEXUS Student Identity Visualisation is a strategic communication initiative designed to strengthen students' sense of belonging and ownership within the alliance. By involving students in the creation of a shared visual element, the initiative aims to foster engagement, encourage active participation and reflect the diversity and interconnectedness of the EU-CONEXUS student community.

Empowering students to create a signature visual element goes beyond a design exercise; it represents an opportunity to co-create a symbol of a shared European University community. The open and participatory nature of the process ensures the representation of different perspectives across the alliance and reinforces the student-centred approach of the project.

The visualisation is not intended to replace the EU-CONEXUS logo or visual identity. Instead, it will function as a complementary visual element developed within Work Package 4 (WP4) and coordinated under the supervision of the EU-CONEXUS Joint Communication Unit (JCU). It will serve as a recognisable expression of student participation, engagement and community spirit across the alliance.

Through an open call, EU-CONEXUS will invite students to design a distinctive visual element that captures the essence of the alliance and its interconnected campuses. The selected design will become part of the EU-CONEXUS visual identity and be incorporated into branded materials and merchandise, contributing to increased student visibility, identification and engagement with the alliance.

3.7 Final Dissemination Conference

A final dissemination conference will be organised online at the end of the project. The event will showcase the project's main achievements, outcomes and recommendations. Participation will be promoted among students, higher education institutions, European University alliances, student organisations and policy stakeholders.

The conference will also contribute to the wider discussion on building and strengthening inter-campus student identity within European University alliances.

The main objectives of the conference are to:

- Present the final outcomes and achievements of lamSTUDENT.
- Share the Roadmap and Toolkit developed to support student engagement and a sense of belonging.
- Exchange experiences and good practices with European University alliances, student organisations and higher education institutions.
- Promote the sustainability and transferability of the project results beyond the project's lifetime.

In addition, several multiplier events and communication activities will be integrated into existing meetings and conferences of international and European higher education networks, including:

- EMACT (Erasmus Mundus Association for Consortia Cooperation);
- FOR-EU1 and FOR-EU2, the informal networks of European University alliances;
- EAIE 2026.

These activities will contribute to extending the visibility of the project and facilitating the dissemination of its results among relevant stakeholders across Europe.

IV.

Content and Action Plan

As the main communication campaigns and key messages will be defined following the development of the Roadmap and the Brand and Communication Plan, communication activities will be implemented progressively throughout the project lifecycle.

The WP5 Action Plan includes:

PERIOD	MAIN COMMUNICATION ACTIONS
M1-M6	Project introduction, launch communication, partner promotion
M7-M18	Student engagement campaigns, ambassador activation, collection of student stories
M19-M30	Promotion of pilot activities, student identity visualisation, dissemination of intermediate results

Communication activities will focus on promoting project achievements, increasing student engagement, showcasing inter-campus experiences and supporting the dissemination of project results across the EU-CONEXUS alliance and beyond.

III.

Monitoring and Evaluation

The effectiveness of the communication and dissemination activities will be assessed using a combination of qualitative and quantitative indicators

3.1. Key Performance Indicators (KPIs)

Qualitative indicators:

- Number of new expression of interest in the results of the project by alliances (M36)
- Number of new expression of interest in the results of the project by students organisation (M36)
- Reports on multiplier events (at least 3) (M34–M35)
- Reports on Final dissemination conference, including feedback surveys (M34)

Quantitative indicators:

- 4 (at least) presentations of the project and its results – multiplier events (M8–M9, M31–M34)
- 1 virtual Final dissemination conference (150 participants)
- 8 contents to disseminate project and its results through the lifespan of the project on EU-CONEXUS social media and website (M1–M36)
- 20 video stories (reels) made by students on inter-campus life under lamSTUDENT student identity (M12–M30)

- 1 Communication & Dissemination Strategy (M6)

- 1 project page under EU-CONEXUS webpage (M6).

The use of indicators aims to monitor project development and progressing throughout the project and will allow Project Management Board and Executive Advisory Council to proceed with correction measures in case of delays.

3.2. Communication Objectives and Success Indicators

IamSTUDENT aims to engage students in EU-CONEXUS activities and strengthen their sense of belonging to a European University alliance based on shared European values.

The communication and dissemination activities will contribute to the following objectives:

- Support the dissemination of the project's major activities, outputs and results among project partners and relevant stakeholders.
 - > **KPI:** Number of participants in the final conference and responses to the project surveys.

- Increase the visibility of student participation and contributions across the alliance.
 - > **KPI:** Publication and performance of eight communication materials and 20 student-created Reels.

- Raise awareness of the project's results, particularly the Roadmap and Toolkit designed to strengthen student identity and engagement.
 - > **KPI:** Reach, impressions and engagement generated through the #IamSTUDENT campaign.



La Rochelle Université



ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
AGRICULTURAL UNIVERSITY OF ATHENS

Agricultural University of Athens



Catholic University
of Valencia



Klaipeda University



Sveučilište u Zadru
Universitas Studiorum
Jadertina | 1396 | 2002 |

University of Zadar



Technical University of
Civil Engineering Bucharest

Technical University
of Civil Engineering Bucharest



South East Technological University



Frederick University

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