EU CONEXUS
European University for Smart Urban Coastal Sustainability

Co-funded by the European Union

Concept and scope of EU-CONEXUS Festival

D17.3

VERSION 1

WP17 “Community Engagement through Arts and Culture”

Contractual due date (from GA): M48 / 31.10.2026

Final Delivery date : M44 / 30.06.2026

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Dissemination level : public

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Introduction

EU-CONEXUS, the European University for Smart Urban Coastal Sustainability is a strong partnership composed of nine universities evenly spread across European coasts with a scope of cooperation chosen around the thematic focus « Smart Urban Coastal Sustainability » (SmUCS).

As part of its inter-university campus life, a EU-CONEXUS Festival will be organized over **three days** once **every two years** at a **local setting of the Alliance**.

The event will be a **physical gathering** of EU-CONEXUS community but - when possible – artistic outcomes and highlights of the event will be shown and accessible in a **remoted way** to all partners.

EU-CONEXUS Festival concept and scope targets **three audience groups** :

- EU-CONEXUS Community
    - Students
    - Staff (academic and non academic)
- General public, local participants
- Local/regional stakeholders

Target group 1: EU-CONEXUS Community

Goals

EU-CONEXUS Festival aims at reinforcing EU-CONEXUS community sense of belonging to the Alliance. EU-CONEXUS Festival addresses the students community in priority but also the researchers, the teachers and the administrative staff.

This is based on the (co)production and presentation of cultural and artistic projects, scientific culture initiatives, research-based activities as well as the participation to side activities such as sport challenges that allow for creating synergy between all actors of the Alliance.

All activities performed during EU-CONEXUS Festival promote its identity :

- **its diversity of cultures and languages**

with the development of a better knowledge and understanding of the culture of each partner country by experiencing other nationalities, culture and languages. The artistic projects performed can be presented either in English (with subtitling in the local language of the venue if necessary) or in the national languages of EU-CONEXUS (with subtitling in English and in the local language of the venue if necessary).

- **its Smart Urban Coastal Sustainability (SmUCS) thematic orientation**

with the promotion of the values related to it such as sustainable development, biodiversity, ecology or blue growth. A focus on a specific topic according to the Festival organizer can be enhanced during the Festival.

- **its European identity and the share of common European values**

which are an integral part of the European way of life: inclusion, tolerance, openness, solidarity and non discrimination, respect, democracy, equity, integration.

Activities for students

EU-CONEXUS Festival valorizes and promotes EU-CONEXUS students cultural and artistic initiatives.

Through **EU-CONEXUS annual call for cultural and artistic project proposals** students are encouraged to submit a cultural and artistic project and - for those selected – present it during EU-CONEXUS Festival. EU-CONEXUS annual call for cultural and artistic project proposals is open to **all artistic disciplines** (visual arts, performing arts, fashion, literature, …) and **all formats** (concert, artistic walkabout, performance, reading, exhibition, movie/documentary, etc.). The call encourages individual but also inter-institutional projects in order to strengthen the cultural bonding between the students of the Alliance.

Local students initiatives and projects can also be presented in the framework of EU-CONEXUS Festival.

Activities for the whole community

Artistic thematic workshops will be proposed to all EU-CONEXUS community during the Festival with a final outcome presented at the end of the three day Festival.

Depending on the projects, some activities may start in a remoted way well before the Festival in order to be ready for a final presentation during the Festival.

Scientific culture initiatives, **research-based activities** as well as **interdisciplinary projects** strengthening the SmUCS identity of the Alliance will be presented in order to make scientific knowledge accessible to all**,** EU-CONEXUS community and the general public.

Sport challenges will take place mixing students and staff in order to reinforce EU-CONEXUS campus identity at all levels.

Target group 2: general public

Goals

EU-CONEXUS Festival will step out of the internal University Community in order to be **more visible at the local/regional territory levels**.

Most of the events foreseen within EU-CONEXUS Festival, artistic and scientific culture oriented, will be open to the general public.

Local citizens will experiment the variety of cultures, nationalities and languages of the Alliance, develop a **new sense of European citizenship**, and become more familiar with the European values related to European cultural diversity.

Through the scientific culture initiatives or research based activities as well as the artistic and cultural projects presented enhancing the SmUCS thematic orientation of the Alliance, local citizens will raise their awareness of the SmUCS topics and become **more concerned and engaged citizens to face global societal challenges**.

The reach of local citizens to participate to EU-CONEXUS Festival is targeted to be 1 000 per Festival.

Activities

During these three day Festival, the local citizens will have the opportunity to :

- visit the exhibitions dedicated to students visual arts projects (painting, drawing, photography, videos, installations, …) ;
- attend the presentation of EU-CONEXUS students cultural and artistic projects in format such as concerts, artistic walkabouts, performances, reading, … ;
- discover scientific culture initiatives with dedicated time to meet the scientific community involved so that they gain a better understanding of the scientific knowledge produced within EU-CONEXUS walls.

Target group 3: local/regional stakeholders

Goals

Making EU-CONEXUS Festival more visible in its local ecosystem is also strongly linked to the collaboration with external stakeholders.

Public authorities, cities, cultural stakeholders, NGOs, businesses and Ports with a special focus on EU-CONEXUS Associated Partners will be approached so that they feel part of the Alliance and experiment through EU-CONEXUS Festival their contribution and **support to European youth projects and excellence**.

Collaborations made around EU-CONEXUS Festival organization such as:

- the welcoming of EU-CONEXUS performances by cultural stakeholders;
- communication on EU-CONEXUS Festival in the City so that it is visible by all citizens;
- the opening of access to the city public areas for the Festival activities or performances;

will make stakeholders play an **active role** which, beyond the visibility of the Alliance, can be a base for further involvement in cultural and artistic projects at European level.

More generally, the participation of the stakeholders to EU-CONEXUS Festival programme will **raise their awareness of the SmUCS thematic orientation** of the Alliance and the challenges related to it. Potential contributions by some stakeholders to the solving of the coastal area challenges can be expected in further steps.

Activities

Like the local citizens, the external stakeholders will be able to attend most of the events foreseen within EU-CONEXUS Festival. Special targeted communication actions will be carried out so that they are informed of EU-CONEXUS Festival Programme and encouraged to attend it.

A **dedicated social event** gathering local and regional stakeholders will be organized during the time of the Festival. The objective is to make all stakeholders feel fully part of the Alliance and experience its dynamic campus life with the diversity of the projects (artistic and scientific) carried out.

Conclusion

EU-CONEXUS Festival holds over three days a double ambition : to strengthen the bonds between the university community and the connexion to the local ecosystem so as to make the Alliance more visible. High engagement at all levels, internal and external, will help reach this objective so as to make EU-CONEXUS Festival a success.

Strong communication and dissemination actions before, during and after the event, on EU-CONEXUS website and social media as well as at all partners levels, will strongly support these goals and help to reach the targeted audiences.