EU CONEXUS
European University for Smart Urban Coastal Sustainability

Co-funded by the European Union

Updated Communication and Dissemination Strategy and Action Plan

D18.3

VERSION 1

WP18 Communication, Impact and Dissemination

Contractual due date (from GA): M48 - 31 October 2026

Final delivery date: M45 - 17 July 2026

WP leader: KLAIPEDA UNIVERSITY

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Dissemination level : public,

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Executive summary/abstract:

This deliverable presents the updated Communication and Dissemination Strategy and Action Plan for the EU-CONEXUS Plus project, covering communication activities from the beginning of the project to October 2026. It contributes to WP18 by supporting coordinated dissemination and outreach, increasing EU-CONEXUS awareness and communicating project results to students, staff, researchers, stakeholders, public authorities, associated partners and the wider public. The strategic framework remains valid; the main updated element is the Communication Activities Timeline, which consolidates implemented and planned actions throughout the project period. It provides a chronological overview of calls, reminders, campaigns, events, testimonials, announcements and result-oriented communication linked to education, research, innovation, mobility, Smart Urban Coastal Sustainability and stakeholder engagement. The document supports the Joint Communication Unit by providing a common reference for planning, monitoring and reporting communication activities across the Alliance.

Description:

This deliverable presents the updated Communication and Dissemination Strategy and Action Plan of the EU-CONEXUS Plus project. It builds on the initial communication planning developed as a project milestone and provides a consolidated overview of communication activities implemented and planned throughout the project period.

The strategic framework of the Communication and Dissemination Strategy remains valid. The main updated element of this deliverable is the Communication Activities Timeline, which presents a chronological overview of communication actions carried out and foreseen from the beginning of the project to October 2026.

The timeline covers activities related to EU-CONEXUS educational offers, research and innovation, mobility opportunities, stakeholder engagement, student participation, Smart Urban Coastal Sustainability, public outreach and dissemination of project results. It contributes to WP18: Communication, Impact and Dissemination by supporting coordinated communication and the visibility of EU-CONEXUS activities among students, academic and administrative staff, researchers, stakeholders, public authorities and the wider public.

The Communication Action Plan reflects the coordinated work of the Joint Communication Unit (JCU), composed of representatives from all partner institutions. The JCU works with Work Package leaders, institutional coordinators and university communities to identify communication needs and integrate them into a common planning framework.

Communication activities are implemented through a structured approach. For EU-CONEXUS calls, events and news, this includes the preparation of materials such as visuals, publications, website content, banners and social media posts, as well as the selection of suitable channels and timing. Activities are disseminated through the EU-CONEXUS website, social media platforms, email communication, partner university channels and events. Centralised support in design, IT and content development helps ensure consistency and quality.

The communication process usually follows a campaign cycle: launch of a call or announcement, reminders, engaging participant stories or testimonials, live or near-live event content, and post-event follow-up. Follow-up may include news articles, summary posts, photo galleries, short videos, results announcements, key takeaways, participant reflections or final reports. This ensures communication before, during and after implementation.

The updated timeline includes almost 300 planned communication activities. Each listed activity was counted as one planned communication action, with repeated activities in different months treated as separate communication moments. Activity levels peak in autumn and late-year months, when several calls, campaigns, events and dissemination actions run in parallel. Lower activity levels in summer months reflect the usual academic cycle.

The timeline covers communication activities related to EU-CONEXUS Plus Work Packages and subprojects. The wider communication flow is broader and also includes institution-level news related to Smart Urban Coastal Sustainability, as well as activities organised by partner institutions where EU-CONEXUS is promoted or represented. Communication planning remains dynamic, as some actions depend on partner input, confirmed dates, academic calendars and

project-level decisions. Therefore, the plan may be updated when needed to reflect actual implementation.

Discussion/content:

The updated Communication Activities Timeline demonstrates that EU-CONEXUS Plus communication is implemented as a coordinated, continuous and multi-audience process. It supports the WP18 objectives of coordinating dissemination and outreach activities, raising awareness of Smart Urban Coastal Sustainability and increasing the visibility of the Alliance at international level.

The timeline shows regular communication of EU-CONEXUS calls, events, opportunities and results. Activities such as Minor Programme calls, Micro-credentials, Student Research Hub, Open Lab Hours, PhD Courses, PhD Summer Schools, Research Mobility Calls, Innovation Contest, School Contest, BIPs, JRI Seminars and Career Centre / JobTeaser, etc. demonstrate coordinated dissemination across the Alliance. Calls and reminders are used throughout the year to support participation and maintain awareness among target audiences.

The plan also reflects the role of communication in promoting Smart Urban Coastal Sustainability. Activities such as the CNN Call to Earth Initiative, School Contest, Research Conference, ICES Conference, Blue Innovation Day, Blue Growth Leaders Academy, Science Communication Training, Sustainability Workshop for pupils and teachers, and thematic contests contributed to raising awareness of EU-CONEXUS thematic priorities.

The international visibility of the Alliance is supported through communication linked to EAIE participation, international study fairs, research conferences, mobility opportunities and international calls. These activities help present EU-CONEXUS to students, researchers, academic staff, external partners and international audiences.

The timeline also shows how communication has evolved during the project. In the early stages, many activities focused on launching opportunities and building awareness. Later communication increasingly included reminders, testimonials, winners' announcements, final reports, summaries and impact-oriented content, reflecting a shift from promotion towards engagement, follow-up and visibility of results.

No major deviations were identified. The communication activities remained aligned with WP18 objectives. Adjustments mainly concerned timing and format, for example where some 2026 Micro-credentials communication may take place in either September or October. Such changes are part of regular communication planning and are addressed through flexible scheduling and updates to the timeline.

Overall, the updated Communication Activities Timeline confirms that EU-CONEXUS Plus communication has been planned and implemented in a coordinated, consistent and impact-oriented way. It provides evidence of dissemination activities, outreach efforts and follow-up actions supporting the visibility and impact of the project.

Conclusion:

The updated Communication and Dissemination Strategy and Action Plan confirms that EU-CONEXUS Plus communication has been planned and implemented in a continuous, coordinated and structured way throughout the project period. The updated Communication Activities Timeline provides evidence of the main communication actions carried out and planned, including calls, reminders, campaigns, event communication, testimonials, result announcements and follow-up activities.

The deliverable will serve as a practical reference tool for further communication planning, internal coordination, monitoring and project reporting. It will also support partners in identifying recurring campaigns, improving timing, maintaining consistent terminology and strengthening the visibility of EU-CONEXUS activities, results and impact.

Annex I. Communication Activities Timeline

January 2023 – October 2026

This annex constitutes the updated component of the Communication and Dissemination Strategy and Action Plan: the Communication Activities Timeline.

2023

January

• School Contest Reminder

• JMPMB Webinar

• Annual Call for Cultural and Artistic Projects

• Minor Programme

• RFS Conference

• Research Mobility Call Reminder

February

• Stakeholder Academy

• JMPMB

• RFS Hackathon

March

• EU-CONEXUS Festival

• School Contest

• PhD Courses

• PhD Week

April

• PhD Summer School

• School Contest

• PhD Courses

• RFS Conference

• EU-CONEXUS Festival

• Research Mobility Call

May

• EU-CONEXUS Photo Contest Winner Announcement

• Seed Funding Call

• Minor Programme

• Student Ambassador Call

• JMPMB

• Photo Contest Call

• Europe Day Greetings

• School Contest

June

• Student Project Call

• Research Mobility Call

• PhD Summer School

• Minor Programme

July

• School Contest

• JMPMB

• Research Conference Call

August

• Research Conference Call

• PhD Summer School

• Visiting Teachers Call

September

• Student Ambassador Takeover

• Kick-start Your Career

• Student Ambassador Call

• Seed Funding Call

• Research Mobility Call

• Student Project Call

• School Contest

• Minor Programme Call

October

• PhD Open Courses

• Kick-start Your Career

• Dance Masterclass Call

• School Contest Reminder

• Student Project Call Reminder

• Stakeholder Academy Final Event

• JMPMB Student Testimonial

• Minor Programme

November

• CNN Call to Earth Initiative

• Teaching Academy

• PhD Courses Call

• Research Conference

• Short Story Contest Call

• Career Centre: JobTeaser Launch

• PhD Grants

• RFS RIIS Launch

December

• JobTeaser

• Season’s Greetings

• JMPMB Webinar

• RFS Open Access Science Journal

• PhD Courses Call

• Annual Call for Cultural and Artistic Projects

• Innovation Contest Call

• PhD Week

• School Contest

2024

January

• JRI Seminars

• Student Project Winner Announcement

• JMPMB

• Green Campus Best Practices

• PhD Courses

• Open Lab Hours (OLH)

• Science Communication Training Call

• School Contest

• JobTeaser

February

• Dance Masterclass

• Green Campus Best Practices

• Micro-credentials

• JMPMB

• Research Mobility Call

• Seed Funding Webinar

• Innovation Contest

• Women in Science Day Celebration Series

• IamSTUDENT Project Launch

• RFS Closing

March

• Student Project Call

• School Contest National Winners

• JMPMB

• Micro-credentials

• Student Board

• Student Research Hub (SRH)

• JRI Seminars

• Research Mobility Call

• JobTeaser

• Visual Arts Project Selection

• Blue Growth Leaders Academy

April

• Student Ambassador Training

• Student Research Hub (SRH)

• Dance Masterclass

• School Contest National Winners

• ConstructFEST

• Blue Growth Leaders Academy

• Micro-credentials

• Go Global Online Event

May

• Open Lab Hours (OLH)

• ENABLES Survey

• Student Project Call

• Minor Programme

• EENVIRO Conference Call

• Dance Masterclass

• Innovation Contest

• Lunch and Learn Series

• Europe Day Greetings

• JRI Seminars

June

• School Contest Call

• JRI Seminars

• Annual Call for Cultural and Artistic Projects

• Student Project Call Reminder

• Research Mobility Call

• IamSTUDENT Survey

July

• PhD Summer School

• Blue Innovation Day

• Blue Growth Leaders Academy

• Teaching Academy

• JMPMB Graduation

• EENVIRO Call Reminder

• Minor Programme

• Student Board

August

• JRI Seminars

• PhD Summer School

September

• School Contest Reminder

• Research Mobility Call

• Micro-credentials

• EAIE Participation

• ENABLES Call

• Student Ambassador Call

• JRI Seminars

• Student Research Hub (SRH)

• Portathon Call

October

• JobTeaser

• EENVIRO Conference

• Micro-credentials

• Poetry Contest Call

• Kick-start Your Career Online Event

• Office for Development of Study Offers (ODSO) Workshop

• ENABLES Short-term Mobility Call

• Honorary Doctorate for EU-CONEXUS President

• Student Ambassador Call Reminder

• JRI Seminars

• IamSTUDENT Photo Contest Call

• School Contest Reminder

• JMPMB

• ENABLES Workshop

November

• IamSTUDENT Photo Contest Voting

• Artistic and Cultural Projects Call

• Minor Programme

• EU-CONEXUS Grants for Co-supervised PhD Theses Call

• Open Lab Hours (OLH)

• Student Project Selected Projects Announcement

• Micro-credentials

• PhD Week

• Student Day

• Student Research Hub (SRH)

• World Science Day for Peace and Development

December

• Teaching Academy

• Student Research Hub (SRH)

• JobTeaser

• Master’s-level Micro-credentials

• Seed Funding Call 2025

• PhD Courses

• Season’s Greetings

• IamSTUDENT Photo Contest Winner Announcement

• Personal Branding Training Testimonial

• PhD Summer School Call

• CNN Call to Earth Initiative

• JMPMB

2025

January

• Minor Programme

• Student Research Hub (SRH)

• JMPMB Application Call

• FREDU BIP Call

• Poetry Contest Winners Announcement

• JRI Seminars

• Master’s-level Micro-credentials

• Research Mobility Call

• Micro-credentials

• Minor Programme Call

• JobTeaser

February

• Comic Strip in Science Project Call

• PhD Courses

March

• PhD Summer School Call

• Comic Strip in Science Project Reminder

• Innovation Contest Call

• Student Research Hub (SRH)

• Research Mobility Call

• Micro-credentials

• 3rd Student Project Call

April

• PhD Courses

• Student Research Hub (SRH)

• Open Lab Hours (OLH)

• 3rd Student Project Reminder

• UCV BIP

• Career Centre

May

• Micro-credentials Call

• Student Research Hub (SRH)

• JRI Seminars

• Alumni Network Event Call

• Master’s-level Micro-credentials

• School Contest Reminder

• ICES Conference

June

• Research Conference in Valencia Poster Submission Reminder

• EU-CONEXUS Online Workshops: Research Challenges

• Master’s-level Micro-credentials

• School Contest Call

• UCV BIP Call

• JRI Seminars

• Seed Funding Call

July

• JMPMB Graduation Ceremony

• Student Research Hub (SRH)

• Master’s-level Micro-credentials

August

• Minor Programme Call

• SAIL EU-CONEXUS Student Project Call

• Master’s-level Micro-credentials

• PhD Summer School

September

• 4th Student Project Call

• EAIE 2025

• SAIL EU-CONEXUS Student Project

• Innovation Contest Reminder

• Research Mobility

• Student Ambassador Call

• Micro-credentials Call

• Student Research Hub (SRH)

• JRI Seminars

• Alumni Network Event Call

• Master’s-level Micro-credentials

• School Contest Reminder

• ICES Conference

October

• 4th Student Project Reminder

• Micro-credentials Reminder

• School Contest Reminder

• Alumni Network Event Reminder

• Student Research Hub (SRH)

• EU-CONEXUS Photo Contest “Memories, History & Heritage of Coastal Cities” Call

• JRI Seminars

• Research Conference in Valencia

November

• School Contest

• Micro-credentials Winter School

• Innovation Contest

• JRI Seminars

• PhD Week

• Career Centre

• Student Research Hub (SRH)

• Online Micro-credentials

December

• JobTeaser

• PDSO Workshop

• Student Research Hub (SRH)

• Master’s-level Micro-credentials

• Open Lab Hours (OLH)

• JMPMB

• PhD Courses

• JRI Seminars

2026

January

• Minor Programme

• Student Research Hub (SRH)

• Open Lab Hours (OLH)

• JRI Seminars

February

• Micro-credentials

• Micro-credentials Spring School

• EU-CONEXUS Research Conference: Call for Abstracts

• Public Speaking Training for School Contest Pupils and Teachers

• Science Communication Training

March

• Micro-credentials

• Student Research Hub (SRH)

• JRI Seminars

• Sustainability Workshop for School Contest Pupils and Teachers

• Summer School at Frederick University

April

• Micro-credentials

• BIP at the University of Zadar

May

• Micro-credentials Summer School

• BIP at the University of Zadar

June

• Minor Programmes

• Summer School at La Rochelle Université

July

• Research Mobility: External Experts Announcement

• Innovation Contest: Winners Announcement

August

• Minor Programmes Reminder

September

• Research Mobility Final Report

• Micro-credentials Call

• Minor Programmes Reminder

October

• Innovation Contest: Four-year Summary

• Micro-credentials Reminder

• BIP at the University of Zadar Call

EU CONEXUS

Co-funded by the European Union

Communication and Dissemination Strategy
2022-2026

Communication and Dissemination Action Plan
2022-2026

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Introduction

We are

a strong partnership between nine universities developing science and innovation into a hub of excellence on Smart Urban Coastal Sustainability.

We promote

European values, national cultures and identity by bringing together a new generation of European citizens.

We create

A university concerned with smart soultions for coastal areas. We create a unique way of studying and carrying out research on Smart Urban Coastal sustainability topics through institutional alignment, mobility and strong partnership with stakeholders.

We are building the University of the **Future.**

VALUES

1 As a European higher education and research institution **ACADEMIC FREEDOM** is a principle value to be upheld throughout all our activities.

2 **RESPONSIVENESS** (having impact) to societal challenges.

3 The promotion of **DIVERSITY, INCLUSIVENESS, GENDER EQUALITY and NONDISCRIMINATION**.

4 We adhere to the priniple of sustainability and align with the **EU SUSTAINABLE DEVELOPMENT GOALS.**

5 The principal values guiding our partnership relations are **COOPERATION, COMPLEMENTARITY** and **SUBSIDIARITY.**

6 We adhere to a concept and quality of education which has the objective to create **RESPONSIBLE CITIZENS** in professional and individual terms.

7 **TRANSPARENCY** of decision-making and openness for assessment and **EVALUATION** are the main principles of our government and management.

8 **MULTICULTURISM** and respect of our different cultures within the alliance. EU-CONEXUS will utilise science and education to promote a shared understanding and respect for all.

Communication Strategy

In the past EU-CONEXUS Alliance, we have made significant progress and gained widespread recognition throughout Europe. However, it's important to note that the level of awareness of our European University may not be consistent across all regions. Therefore, our goals and objectives will be set globally but adapted locally in each country so that they can support local efforts.

Challenges

1. Cultures, languages and institutional rules vary and are different, so communication activities are not implemented equally in all partner universities.
2. The broad and diverse set of internal and external stakeaholders make it difficult to clearly communicate EU-CONEXUS mission, aims and values.
3. The Euroepan Universities initiative is not well known and understood in communities and society.
4. The issue of Smart Urban Coastal Sustainability is not relevant to all target audiences
5. Partner universities in the European Universities initiative have different levels of experience.

Swot

Internal Strength

› The small size of the university enables greater ability and flexibility in communication.
› The experience of building European Universities, providing valuable insights for its communication strategy.
› The centralized structure for communication activities (JCU), employs specialized professionals and facilitates efficient communication.
› Sharing good practices with partners facing similar challenges.
› A strong starting point, including a well-defined identity, tools, and rules, and a positive reputation.

Internal Weaknesses

› Lack of community engagement due to resistance from some groups.
› The use of English as a foreign language poses a challenge for effective communication.
› Some researchers are skeptical about using social media for communication purposes.
› Communication channels are not always tailored to the needs of various communities.
› A lack of common integration tools and channels for communication hinders effectiveness.
› Some departments, faculties, and students do not recognize the importance of the SmUcs.
› There is a disparity in the level of expertise in communication processes across partner institutions.
› Cultural and linguistic differences, as well as varying institutional rules, lead to uneven implementation of communication activities across partner universities.
› The topic of Smart Urban Coastal Sustainability may not be relevant to all target audiences.
› There are varying levels of experience in European Universities initiative.

External Opportunities

› The unique topic of sustainability has global significance and will involve stakeholders from around the world.
› The European Union provides a cohesive territory with shared policies and financial support, offering an opportunity for collaboration and growth.
› European universities are poised to become prestigious institutions of the future.
› The European Commission is initiating and implementing a comprehensive communication campaign and series of events to raise awareness of the importance of European universities in the international higher education arena.

External Threats

› European Universities initiative is not well known and understood in communities and society.
› EU-CONEXUS is considered as a project not as a University internally and externally.
› Unprotected trade mark.

Objectives

1. Develop a corporate brand identity that targets those who are already familiar with EU-CONEXUS, such as the EU decisive committee, our students, staff, researchers, and teachers.

2. Continue to increase awareness of the Alliance among prospective students and the general public who may have limited knowledge about the EU-CONEXUS university.

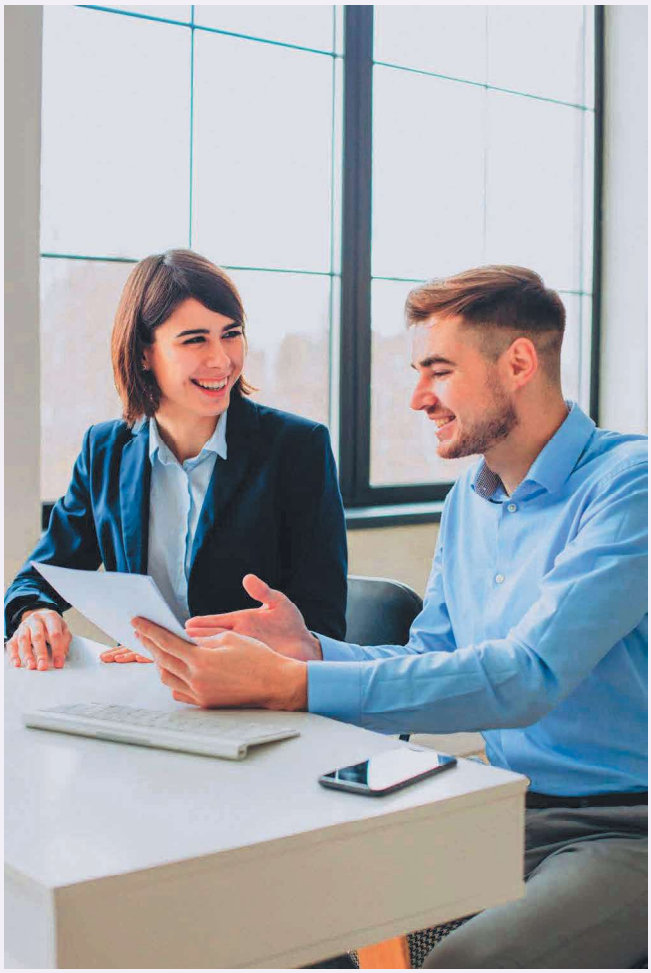
3. Maintain positioning as the University of the future by being a European alliance that is dedicated to SmUCS.

Our approach to achieving our objectives involves a comprehensive communication strategy that encompasses three key areas: internal communication, external communication, and branding.

INTERNAL COMMUNICATION
To develop the sense of belonging to EU-CONEXUS by keeping internal audiences informed, connected and engaged through internal information flow system.

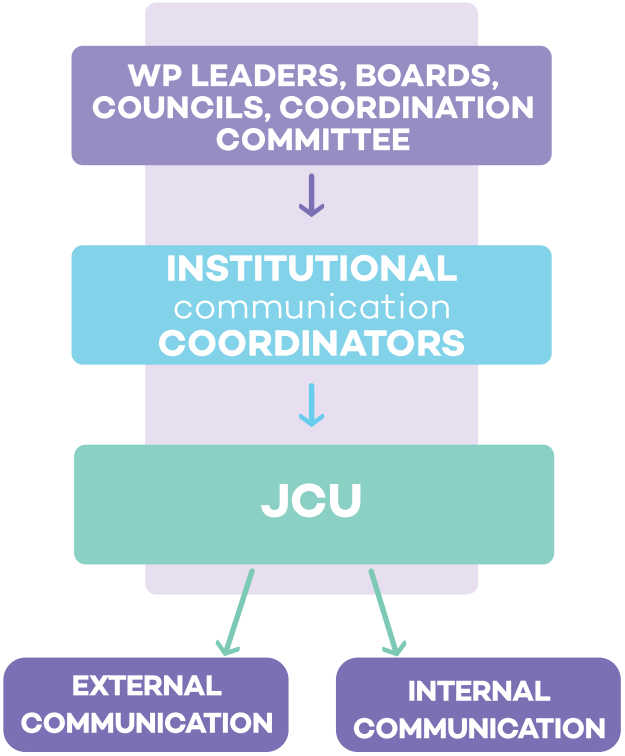
EXTERNAL COMMUNICATION
To ensure that our activities, offers and results are communicated effectively to all target audiences, we have identified and established relevant communication channels.

BRANDING
After developing EU-CONEXUS unique identity, it is important to adopt and maintain a communication style that is consistent with our values.





INTERNAL AND EXTERNAL COMMUNICATION
The chart shows the information flow for the communication and dissemination activities, distinguishing between internal and external communication.



› EU-CONEXUS Work Package (WP) Leaders, Boards, Councils, Coordination Committee provide information about their activity to the Institutional Communication Coordinators, who filter and process it to share with the Joint Communication Unit (JCU), formed by all Institutional Communication Coordinators and WP18 leader, assistant, Web administrator and sub-project's communication leader. The leader of the JCU actively participates in the Management Board (MB), the Coordination Committee (CC) and the Work Package Leader's Group (WPLG) in order to guarantee smooth information flow.
Channels: email, online meetings and Nexcloud (project's cloud storage platform).
› Information is processed by JCU team, who in each case assess, filter and shape the messages, providing this with the relevant format (text, video, graphic materials, etc.) to tailor it to different channels and audiences according to communication strategy and goals. For main activities, events or offers communication campaign plans are set.
› If the processed information is meant to be internal, JCU distribute it to audiences in all partner universities via the Institutional communication coordinators, who adapt it into their own channels and languages (if needed).
› If the processed information is relevant for external audiences, JCU team use EU-CONEXUS communi cation channels: EU-CONEXUS website, social media channels: Twitter, Instagram, Facebook, LinkedIn and YouTube.
› JCU also initiates communication brand building activities to increase awareness of the Alliance and reach targeted audiences.

JCU will evolve and establish centralised technical services such as graphic design and content management, training workshops on communication and dissemination and the use of communication campaign management tools. This will ensure more comprehensive and harmonized communication and dissemination service for the Alliance.

Branding

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**

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.

Main logotype

EU CONEXUS

Logotype with full title

EU CONEXUS
European University for Smart Urban Coastal Sustainability

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

CO-BRANDING

A co-branding guide has been produced to provide information about the logotype compositions with European Union and Partners logo types.

SUB-BRANDING

The EU-CONEXUS logo has the function of integrating the sub-projects under the alliance, acting as a sub-brand within the larger brand. The title (i.e. RESEARCH FOR SOCIETY) is used to identify the project and emphasize its collaborative nature.

EU-CONEXUS THEMATIC FOCUS

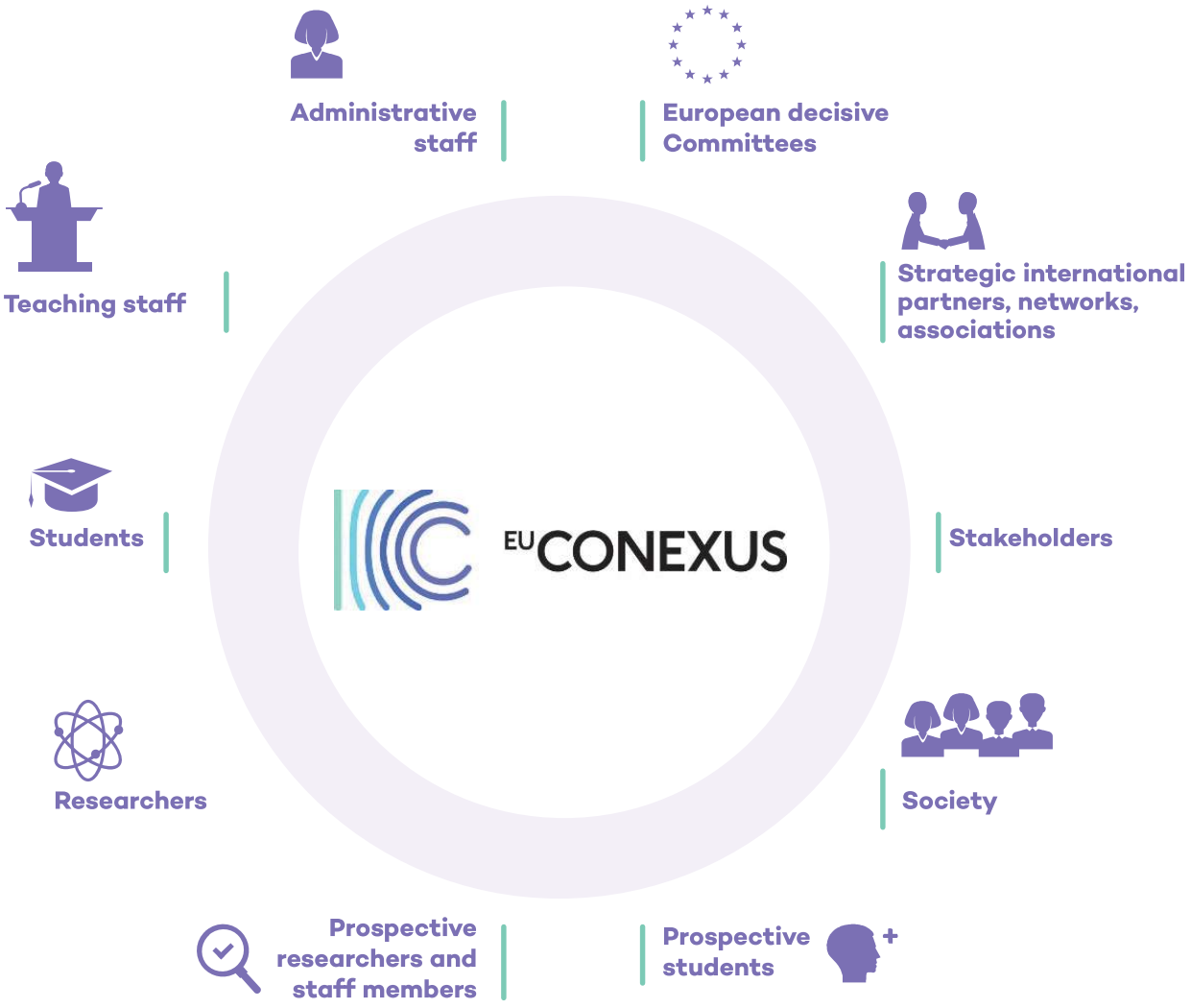
Smart Urban Coastal Sustainability (SmUCS) is a unique thematic focus that concentrates all university missions on finding solutions to global societal challenges faced by urbanised and semi-urbanised coastal areas.

This societal challenge is global in scope, since 60% of the global population lives within 100km of the coast, and the "land-sea" interface is the first area threatened by the climate transition and the rise of the oceans.

The thematic focus creates a unique competitive advantage for EU-CONEXUS which is well positioned to assemble and build on thematic expertise from all its partners and regional ecosystems, through inter- and transdisciplinary based approaches.



Target Audiences



Target audience	Global Objectives	Main communication objectives
European decisive Committees	1. Become a key actor in building the European Higher Education system. 2. Being recognized by our peers (other European Alliances) as a point of reference in terms of organisation and actions.	1. Establish our position as a key player and a game changer in building the European Higher Education System. 2. Communicate our actions in all university areas (training, lifelong as learning, research, innovation, local and international impact) 3. Being transparent and open about our successes and improvements areas to show our ability to learn and improve fast. 4. To become an example of good practice and "face" of European University Initiative.
Strategic international partners, networks, associations	1. Being recognized as a point of reference on SmUCS related topics.	1. To build international visibility and recognition.
Stakeholders	1. Implement EU-CONEXUS objectives at local, regional, national, and international level by developing strong links with governmental institutions, organisations, businesses. 2. Offer courses, smart solution that respond to the needs of the organsations and institutions working in the SmUCS area and ensure we train professionals according to the industry needs.	1. Promote our pool of talents (our students being trained as experts). 2. Highlight our potential, strength and impact in terms of international cooperation and collaboration in re search and innovation on SmUCS related topics. 3. Build relationships with stakeholders through events.
Society	1. Raise awareness of EU-CONEXUS and SmUCS 2. Be recognised and known as a science, innovation and education hub of excellence in Smart Urban Coastal Sustainability. 3. Become an advocate for matters related to SmUCS.	1. Raise awareness about our European University and what we offer in all fields: training, research, innovation. 2. Engage by having more participants in our event, growing our online communities. 3. Value our actions for trainings, research and innovation (eg. new trainings, scientific findings or innovation build up by our students, staff members...) to show our impact on the societ.
Prospective students	1. Train the experts of tomorrow on topics related to SmUCS thanks to courses based on an interdisciplinary approach and aiming for excellence at all levels 2. Offer a unique way of learning based on student-oriented curriculum, diversity of cultures, an interdisciplinary approach for learning and with a dedication in our students' success 3. Build a European Campus Life promoting European values and develop accordingly to our student needs, and ambitions.	1. Attract talents to our programmes by enhancing what they will benefit from by joining EU-CONEXUS: European degree, international curriculum (enter 1 university and study at 9), ability to study within a European University dedicated to SMUCS topics which offers courses based on an interdisciplinary approach opening doors of international careers in a growing sector. 2. Promote the job opportunities and careers EU-CONEXUS leads to. 3. Value our European Campus and the diversity of culture lying within it: opening the doors of international training and careers, hence adding value to the students' profile when they will enter the job market. 4. Value our engagement and dedication for building a Green Campus but also for being a game changer in tomorrow's society. In this order, joining EU-CONEXUS is taking a step forward into becoming an actor of the change too.

Target audience	Global Objectives	Main communication objectives
Prospective researchers and staff members	1. Attract best talents to the European University working in SmUCS topic.	1. Raise awareness and inform about the opportunities our European University offers for staff members in terms of training, growth, internationalisation and lifelong learning possibilities. 2. Inform researchers on the opportunities of the joint hub of excellence in SmUCS topics, joint research projects, mobility funding and the added value of a European Alliance to increase and accelerate research.
Researchers	1. Position the European University as a leader on research and innovation related to SmUCS topics. 2. Strengthen cooperation and collaboration in research and innovation between the researchers of the partner universities.	1. Communicate the opportunities and potential of cooperation and collaboration in research between partner universities. 2. Value all research and innovation findings of research community both internally and externally and communicate them to their peers and a global audience. 3. Ensure greater involvement of research community in different SmUCS-related research and innovation events and networks.
Students	1. Train the experts of tomorrow on topics related to SmUCS, through courses that are student orientated and based on interdisciplinary approaches. 2. Build a European Campus Life promoting European values and develop bespoke services according to our student needs and ambitions.	1. Promote the diversity and quality of EU-CONEXUS programmes and courses in order to attract interest and drive registrations for EU-CONEXUS offers. 2. Highlight the opportunities a European Campus offers: learning from different cultures, taking part in European activities and mobility opportunities. 3. Give our students a voice and encourage them to be EU-CONEXUS ambassadors in creating European Education Area. 4. Use our students as ambassadors on SmUCS topics worldwide.
Teaching staff	1. Strengthen cooperation and collaboration in teaching and creating joint educational offers between partner universities.	1. Promote level up teaching curricular through internationalization 2. promote all EU-CONEXUS offers and opportunities for teaching staff.
Administrative staff	1. Increase participation and collaboration of EU-CONEXUS activities	1. Create a sense of belonging to EU-CONEXUS community. 2. Promote benefits of EU-CONEXUS offers for administrative staff (staff training weeks, job shadowing, international career opportunities)

Communication Channels And Tools

EU-CONEXUS channels and tools for external communication

In order **to engage with** the identified target audience and contribute to the sustainability of the project, **EU-CONEXUS will utlise of the following main communication channels.**

1. **Website**
2. **Partner websites**
3. **Social media channels**
   - LinkedIn
   - Facebook
   - Instagram
   - Twitter
   - YouTube
4. **Branded materials and goodies**
5. **Events**
6. **Study portals**
   - educations.com
   - masterstudies.com
   - national portals (Study in Lithuania, Romania, Spain etc.)
   - studyportals.com
7. **Fairs**
8. **Advertising**
9. **Media, publicity**

EU-CONEXUS website

The EU-CONEXUS website has a consistent look with a distinct visual identity.

https://www.eu-conexus.eu/en/

It is the main interface between all stakeholders and target groups. The website is administrated by KU, whereas the content is created by all partner Universities, depending on the area of responsibility.

It serves as main website for all EU-CONEXUS offers, developments, sub-projects and initiatives.

Partner websites

Nine partner university websites are used as complementary communication channels. All partners upload regular posts on their own websites. These channels are used to disseminate the activities of the project regularly and frequently. Additionally, a general section on EU-CONEXUS has been developed in all partners websites as a permanent information point which is linked to the EU-CONEXUSofficial website.

We intend to arrange strategic meetings with the communication leaders of our partners to discuss how EU-CONEXUS communication can be integrated into their strategies.

EU-CONEXUS Social Networks

Social media communication and dissemination helps increasing EU-CONEXUS impact and reach a wider audience. All partners are developing social media content (a separate social media administration group has been formed and editorial plan is prepared and constantly updated) but administration is distributed between the partners. A social media plan is prepared on a weekly basis.

The hashtag used is **#EU-CONEXUS** and it is preferably accompanied by a second hashtag **#EUROPEANUNIVERSITIES.** A third hashtag is introduced, when possible, to show the connect with other target groups or events.

Branded materials and goodies

By producing brochures, posters, other materials, and roll-ups in both English and national languages, EU-CONEXUS is able to expand the audience reached by their communication efforts, providing information about the University to other potentially interested stakeholders and the general public.

Events

Events facilitate opportunities for direct engagement, foster connections, create a full sensory experience, provide targeted and relevant information, expand reach beyond a narrow audience.

Study Portals

By promoting our studies on study portals, we consolidate our marketing efforts and increase visibility among one of our target audiences - prospective students.

Fairs

This is an effective recruitment tool, allowing to connect with potential students and provide information about programmes, admission requirements, and other important details. Participating in fairs help to establish and enhance brand identity, as well as our reputation for academic excellence and innovation.

Advertising

By utilizing marketing platforms such as Google Ads, outdoor advertising, various online portals, and magazines, we are able to effectively expand our target audience and maximize our reach.

Media

EU-CONEXUS aims to establish itself as a leading authority on SmUCS, providing commentary and consultation to the general public through various media channels on everyday issues related to SmUCS topics.



EU-CONEXUS Channels and tools for internal communication

JCU not only plays an active role in developing the communication strategy to reach external stakeholders, but also works as a support structure to facilitate internal communication within the project's environment.

JCU will evolve and establish centralised technical services such as graphic design and content management, training workshops on communication and dissemination and the use of communication campaign management tools. This will ensure more comprehensive and harmonized communication and dissemination service for the Alliance.



Communication formats

Internal communication is faciltated through established structures and procedures. Each board, unit, and group hold regular meetings that are organized and run using agendas and followed by minutes. All of this information is shared on our working platform, Nextcloud. This approach to communication ensures that everyone is informed according to their responsibilities. Furthermore, JCU representatives are actively involved at all levels.

Sharing platforms

The Alliance uses the Nextcloud sharing platform, where all documents are stored and activities are scheduled and monitored. In addition to this, the alliance's intranet will be created for internal project communication and document sharing.

Support tools

In order to build the brand from within, we produced sets of templates for documents required to function as a team (i.e. PPT, Word, forms, etc.) as well as guidelines to reach uniformity in internal communication procedures and practices.

Evaluation and monitoring of dissemination activities

A set of quantitative and qualitative success indicators will be used to monitor communication activities. The evaluation of these activities will determine the extent to which communication objectives have been achieved. To monitor the successful deployment of dissemination activities in terms of efficiency and effectiveness, a specific set of key performance indicators (KPIs) has been established.

Communication Activities results	Objectives	Target groups	Disseminati on channels	Tools	KPIs (reach of the target group)
General brand building and community acknowledgment	Awareness & general knowledge	All	All	Professional presentations, video, goodies, information package, common visual identity.	Reach of community: 80%
An open intercampus concept of research and innovation incubator on SmUCS topics (WP1)	Collaborate & ensure partnerships with relevant stakeholders	Researchers, Associated partners, Other ports, cities, regions, industries and socioeconomic partners	Websites, LI, TW, Special events, Network events.	Information packages and leaflets, Special visuals, Special emails,	Reach of stakeholders: 2000
Recruitment of prospective talent students (Joint MSc, joint, cotutelle PhD)(WP3 & 4)	Engagement in the study programme	Prospective students	All	Brochure, videos, presentations, banners, special visuals, educational portals and fairs, online webinars, open days at University and career days at schools.	Reach of prospective students: 200 000
Minor programmes (3 programmes, blended courses) (WP3)	Engagement in the study programmes	BSc students	All internal channels, Special student events (Open Days, Introduction weeks for 1st year students, special meetings with teachers, minor officers)	Brochure, Videos, Presentations, Banners, Special visuals Emails.	Reach of BSc students: 70%
EU-CONEXUS micro-credentials offers (WP2 & 3)	Engagement in the study programmes	BSc, MSc Students Lifelong learners (professional stakeholders)	All channels	Digital Brochure, Videos, Presentations, Banners, Special visuals Emails.	Reach of BSc & MSc students: 70%
PhD courses for transversal & SmUCS skills Four PhD summer schools (WP4)	Engagement of students in the activities	PhD students	All internal channels Special events for PhD students (special meetings with supervisors, Scientific events)	Digital Brochure, Videos, Presentations, Banners, Special visuals Emails.	Reach of PhD students: 90%
Teachers' trainings offer (WP5)	Engagement of teacher in the trainings	University Teachers	All internal channels (especially intranet)	Digital Brochure, Presentations, Banners, Special visuals Emails.	Reach of teachers: 70%

Communication Activities results	Objectives	Target groups	Disseminati on channels	Tools	KPIs (reach of the target group)
Training offers on communication for research and education (WP18)	Engagement of staff in the training	University staff	All internal channels (especially intranet)	Digital Brochure, Presentations, Banners, Special visuals Emails.	Reach of staff: 20%
Office for Development of Study Offers – ODSO (WP6)	Acknowledge ment	University teachers	All internal channels (especially intranet)	Digital Brochure, Presentations, Special visuals Emails.	Reach of teacher community: 50%
Open Labs Hours & Student Research Hub (WP7)	Engagement of students in research and education	Researchers BSc and PhD students	All internal channels, Student Workshops	Digital Brochure, Presentations, Videos, Web-pages, Virtual Workshops, Special visuals, Emails.	Reach of BSc students: 70% Reach of PhD students: 90% Reach of research teams: 80%
Research funding incentives: Calls for research staff mobility, invita-tion of interna-tional guests, participation in international conferences (WP8), seed funding (WP10)	Engagement	Researchers	All internal channels (especially intranet)	Digital Brochure, Presentations, Special visuals Emails.	Reach of staff: 70%
Four Scientific conferences & four workshops (WP9)	Engagement	Researchers	All channels (except IG & study portals and educational fairs)	Digital Brochure, Presentations, Special visuals Banners, Special webpage for conferences.	Reach of staff : 80%
Project development office & Call for project development fund (WP10)	Engagement	Academic staff (teachers and researchers)	All internal channels (especially intranet)	Digital Brochure, Presentations, Special visuals Emails.	Reach of staff : 80%
Information campaign on entrepreneurship aspects & yearly Innovation contests (WP11)	Acknowledge ment & Engagement	Students University Staff	All internal channels	Information package, Animated videos, Presentation, Banners, Special visuals	Reach of the community : 50%

Communication Activities results	Objectives	Target groups	Disseminati on channels	Tools	KPIs (reach of the target group)
Student projects support (WP12)	Acknowledge ment & Engagement	Students	All internal channels, Open Days, Intro- duction weeks, special presentations	Digital Brochure, Presentations, Special visuals	Reach of students: 70%
EU-CONEXUS grants and scholarships (WP3, WP4)	Acknowledge ment & Engagement	MSc & PhD students	All channels	Brochure, Presentations, Special visuals Animated video, Animated banner.	Reach of students: 70 % Reach of prospective students: 10 00
Alumni network & portal (WP13)	Acknowledge ment & Engagement	All graduates	All channels (except study portals and educational fairs)	Special webpage, Brochure, Banner, Special visuals.	Reach of graduates: 70%
Job teaser platform (WP13)	Acknowledge ment & Engagement	Students, graduates & stakeholders	All channels (except study portals and educational fairs)	Special webpage, Brochure, Banner, Special visuals.	Reach of students: 80%
Career events – (WP13)	Acknowledge ment & Engagement	Students, graduates & stakeholders	All channels (except study portals and educational fairs)	Special webpage, Brochure, Banner,Special visuals, Posters.	Reach of students: 50%
2 Stakeholder Academies (WP14)	Engagement	Researchers & Stakeholders	All channels (except study portals and educational fairs) B2B special presentation	Special webpage, Brochure, Banner, Special visuals.	Reach of stakehol ders: 2000
4 School contests (WP15)	Engagement	Schools	External channels (except study portals and educational fairs)	Special webpage, Brochure, Banner, Special visuals.	Reach of schools: 5000
2 EU-CONEXUS Festivals (WP17)	Information & engagement	All target groups	All channels (except study portals and educational fairs)	Digital Brochure, Videos, Presentations, Banners, Special visuals Special webpage for the event	Reach of community: 20000
Student ambassador programme (WP18)	Engagement	Students	All internal channels	Special visuals.	Reach of students: 1000

Communication and Dissemination Action Plan

Through communication activities, EU-CONEXUS aims to improve overall general awareness, and engage different target audiences. The present Communication and Dissemination Plan is instrumental to achieving the objectives formulated in the Communication and Dissemination Strategy (T 18.1) and is as such integrated into and supporting all the other activities of the EU-CONEXUS. JCU work closely with other WPs to ensure two-way communication flows and sharing of information to maximise the impact. The EU-CONEXUS Communication and Dissemination Plan should be understood as a living document.

Targeted Communication Per Audience

The following table presents the targeted audiences of EU-CONEXUS and the communication objectives related to each of them. For each category, key messages, channels and tools are detailed in the table below.

Target audience	Profile	Global Objectives Of EU-Conexus	Main Communication Objectives	Messages	Tools
European Decisive Committees European Commission European Partners	› Objective to ensure better implementation and track progress in blue growth. › Seeks to improve knowledge, financing and investments in sustainability. › Seeks environmental responsibility in public and business decision-making. › Encourages fair and equal partnerships for sustainable development in a Europe. › Looks forward to boosting the transformation towards a climate-neutral, sustainable, productive and competitive blue economy. › Interested in creating and supporting the conditions for healthy coasts. › Seeks to achieve cooperation for Green transition and contribute to the Sustainable Development Goals.	› Become a key actor in building the European Higher Education system. › Being recognized by our peers (other European Alliances) as a point of reference in terms of organisation and actions.	› Establish our position as a key player and a game changer in building the European Higher Education System. › Communicate our actions in all university areas (training, life-long learning, research, innovation, local and international impact) › Being transparent and open about our successes and improvements areas to show our ability to learn and improve fast. › To become an example of good practice and "face" of European University Initiative	**EU-CONEXUS opens up opportunities to higher quality of education, research, and innovation.** › Excellence in research on Smart Urban Coastal Sustainability › Support the successful model of the university of the future › Support Blue Growth actions with international impact **EU-CONEXUS opens up opportunities to promote the European identity.** › Increase students' European mobility › Promotion of inter-cultural initiatives and international collaborations › Promotion of Unity in Diversity **EU-CONEXUS opens up opportunities to develop a role model of EUA.** › Automatic recognition of European Diploma	› Website › Visual identity › Kick-off conference › Publications › Annual Stakeholders conferences › Final Dissemination Conference › Lobbying › Participation in EU-organised events
Strategic international partners, networks, associations		› Being recognized as a point of reference on SmUCS related topics.	› To build international visibility and recognition.		
Stakeholders › Local, regional, national, international organisations › Local, regional, national, international institutions › Local, regional, national, international businesses	› Located in coastal areas and related to SmUCS topics. › Open to collaboration with EU-CONEXUS. › Interested in innovative solutions for improving business processes. › Interested in connecting the labor market with science and research.	› Implement EU-CONEXUS objectives at local, regional, national, and international level by developing strong links with governmental institutions, organisations, businesses. › Offer courses, smart solution that respond to the needs of the organisations and institutions working in the SmUCS area and ensure we train professionals according to the industry needs.	› Promote our pool of talents (our students being trained as experts). › Highlight our potential, strength and impact in terms of international cooperation and collaboration in research and innovation on SmUCS related topics. › Build relationships with stakeholders through events.	**EU-CONEXUS opens up opportunities for University - Industry cooperation.** › One window for research, development, and technology transfer services › Advantage of research expertise for the industry › Building of industry needs-based study programmes › University-Industry' platform and job fairs **EU-CONEXUS opens up opportunities to stay competitive in your industry.** › Smart solutions on Urban Coastal Sustainability › Holistic approach to the regional sustainable economic development › Inclusion of industry partners into teaching and training to nurture talents › European hub of expertise on Smart Urban Coastal Sustainability **EU-CONEXUS opens up opportunities for the exchange of good practices for developing coastal areas.** › Innovative problem-solving › Opportunities for Sustainable Economic Development › Regional adapted vocational training programmes › Commitment to sustainable implementation of regional policies **EU-CONEXUS opens up opportunities for better visibility** › Close university-industry cooperation › Promote national culture in Europe › Create interactions between ports › Raise societal awareness and responsibility on coastal areas challenges	› Stakeholder Academy › Website › Social media › Publications › Annual › Stakeholders conferences

Target audience	Profile	Global Objectives Of EU-Conexus	Main Communication Objectives	Messages	Tools
Society	› Interested in environmental protection. › Socially Responsible. › Interested in global warming, climate change, sustainability issues. › Living in coastal areas.	› Raise awareness of EU-Conexus and SmUCS › Be recognised and known as a science, innovation and education hub of excellence in Smart Urban Coastal Sustainability. › Become an advocate for matters related to SmUCS.	› Raise awareness about our European University and what we offer in all fields: training, research, innovation › Engage by having more participants in our event, growing our online communities › Value our actions for training, research and innovation (eg. new training, scientific findings or innovation created by our students, staff members...) to show our impact on society	**EU-CONEXUS opens up opportunities to improve the daily life of citizens.** › Develop your hometown › Raising awareness and providing solutions to the challenges of coastal areas › Participation in the sustainable implementation of regional policies › Take advantage of smart solutions for the coastal areas **EU-CONEXUS opens up opportunities to bring innovations to your town.** › Coastal development and sustainable maritime tourism › New innovative sustainable solutions for coastal areas › Quicker sustainable business development on coasts	› Website › Visual identity › Social media › Video › EU-CONEXUS days › EU-CONEXUS Festivals › National conferences › Public events › Online conferences
Prospective students	› Drawn into international European education. › Ambitious and enthusiastic. › Interested in SmUCS topics. › Values multiculturalism, inclusion, and pluralism, and seeks to promote cultural diversity. › Interested in forming new friendships, joining student communities and engaging in extracurricular activities. › Seeks personalized teaching programs and innovative curricula.	› Train the experts of tomorrow on topics related to SmUCS thanks to courses based on an interdisciplinary approach and aiming for excellence at all levels › Offer a unique way of learning based on student-oriented curriculum, diversity of cultures, an interdisciplinary approach for learning and with a dedication in our students' success › Build a European Campus Life promoting European values and develop accordingly to our student needs, will and ambitions.	› Attract talent to our programmes by enhancing what they will benefit from by joining EU-CONEXUS: European degree, international curriculum (enter 1 university and study at 9), ability to study within a European University dedicated to SMUCS topics which offers courses based on an interdisciplinary approach opening doors of international careers in a growing sector. › Promote the job opportunities and careers EU-CONEXUS leads to. › Value our European Campus and the diversity of culture lying within it: opening the doors of international training and careers, hence adding value to the students' profile when they will enter the job market. › Value our engagement and dedication for building a Green Campus but also for being a game changer in tomorrow's society. In this order, joining EU-CONEXUS is taking a step forward into becoming an actor of the change too.	**EU-CONEXUS opens up opportunities to achieve more with a single choice.** › Enroll at one University and be a student of nine › Get a worldwide recognized European diploma › Become a part of a recognized hub of expertise on Smart Urban Coastal Sustainability › Develop soft and hard skills by getting access to higher-quality education, research, and innovations › Be a key player at the European Higher Education system **EU-CONEXUS opens up opportunities to build strong career foundations.** › Transnational internship offers › Career events and Job fairs › Ability to join international research teams and participate in projects related to Smart Urban Coastal Sustainability › Long-term connections with social and regional stakeholders	› Website › Social Media › External study portals › Educational Fairs › Digital Marketing Campaigns › Events for pupils (School contest, EU-CONEXUS weeks in Schools and etc.)
Prospective researchers and staff	› Interested in SmUCS topics. › Seeking international career. › Interested in career trainings: workshops, research hours, net working events, conferences. › Interested in international mobility opportunities. › Open to joint projects and collaborations. › Interested in shared research information system and i nfrastructure.	› Attract best talents to European University working in SmUCS topic.	› Raise awareness and inform about the opportunities our European University offers for staff members in terms of training, growth, internationalisation and lifelong learning possibilities. › Inform researchers on opportunities to joint hub of excellence in SmUCS topics, joint research projects, mobility funding and the added value of a European Alliance to increase and accelerate research.	**EU-CONEXUS opens up opportunities to international career and experience** › Become a part of a recognized hub of expertise on Smart Urban Coastal Sustainability › Develop soft and hard skills by getting access to higher-quality education, research, and innovations › Be a key player at the European Higher Education system › Ability to join international research teams and participate in projects related to Smart Urban Coastal Sustainability Long-term connections with social and regional stakeholders.	› Website › Visual identity › Social media, paid posts › Online marketing platforms › Google ads › Online campaigns › Student fairs › Educational fairs › Science festivals

Target audience	Profile	Global Objectives Of EU-Conexus	Main Communication Objectives	Messages	Tools
Students › Licence (different courses organized for groups out of formal education-for example: Tourist guide course, Office Manager Course, Maritime courses-brevets for seafarers) › Bachelor › Master	› Age 18-30 › Drawn into international education and mobility opportunities. › Ambitious and enthusiastic. › Interested in SmUCS topics. › Values multiculturalism, inclusion, and pluralism, and seeks to promote cultural diversity. › Interested in forming new friendships, joining student communities and engaging in extracurricular activities. › Seeks personalized teaching programs and innovative curricula.	› Train the experts of tomorrow on topics related to SmUCS, through courses that are student orientated and based on interdisciplinary approaches. › Build a European Campus Life promoting European values and develop bespoke services according to our student needs and ambitions.	› Attract talents to our programmes by enhancing what they will benefit from by joining EU-CONEXUS: European degree, international curriculum (enter 1 university and study at 9), ability to study within a European University dedicated to SMUCS topics which offers courses based on an interdisciplinary approach opening doors of international careers in a growing sector. › Promote the job opportunities and careers EU-CONEXUS leads to. › Value our European Campus and the diversity of culture lying within it: opening the doors of international training and careers, hence adding value tothe students' profile when they will enter the job market. › Value our engagement and dedication for building a Green Campus but also for being agame changer in tomorrow'ssociety. In this order, joining EU-CONEXUS is taking a step forward into becoming an actor of the change too.	**EU-CONEXUS opens up opportunities to attend an innovative transnational study programme.** › Joint study programs - Enroll at one university and be a student of nine. › Worldwide Recognized European Diploma. › Blended mobility (virtual and physical) › Professional skills development, transnational internship offers, and career events. **EU-CONEXUS opens up opportunities to join the European University of the future.** › Student-centered curricula › Take advantage of Open Access initiatives › European inter-university campus Summer and Winter school › Cultural activities, sports events and festivals	› Website › Student Board › Social media › Ambassador programme › Cultural and sports events and festivals › Online campaigns › Public events
Researchers PhD Students Teacher-researcher Researchers	› Age 25› Oriented to international research and career. › Interested in SmUCS topics. › Innovative and multidisciplinary approach to problem-solving. › Open to collaborating with trans-disciplinary research teams.	› Position University as a leader on research and innovation related to SmUCS topics. › Strengthen cooperation and collaboration in research and innovation between the researchers of the partner universities.	› Communicate the opportunities and potential of cooperation and collaboration in research between partner universities. › Value all research and innovation findings of research community both internally and externally and communicate them to their peers and a global audience. › Ensure greater involvement of research community in different SmUCS-related research and innovation events and networks.	**EU-CONEXUS opens up opportunities to be a part of an interdisciplinary research community.** › Centre of excellence for pedagogical innovations › Engagement in international research projects › Sharing good practices (pedagogy, research, management, etc.) **EU-CONEXUS opens up opportunities to be a key player of a focal point regarding Smart Urban Sustainable Coastal development.** › Be part of a recognized hub of expertise on Smart Urban Coastal Sustainability **EU-CONEXUS opens up opportunities for connection with the industry through Research.** › Strengthening and widening of multi and trans-disciplinary research › Promotion of transnational careers › Long-term links with regional, national and international social and regional stakeholders	› Scientific conferences › PhD Weeks › Common activities of four EU-CONEXUS Research Institutes › RFS Newsletter
Teaching Staff	› Professionals looking for opportunities to advance their careers and expand their experience › Interested in SmUCS topic.	› Strengthen cooperation and collaboration in teaching and creating joint educational offers between partner universities.	› Promote level up teaching curricular through internationalization › Promote all EU-CONEXUS offers and opportunities for teaching staff.	**EU-CONEXUS opens up opportunities to international career and experience**	› Website › Visual identity › Events
Administrative Staff	› Professionals looking for opportunities to advance their careers and expand their experience	› Increase participation and collaboration into EU-CONEXUS activities	› Create a sense of belonging to EU-CONEXUS community. › Promote benefits of EU-CONEXUS offers for administrative staff (Staff training weeks, job shadowing, international career opportunities)	**EU-CONEXUS opens up opportunities to international career and experience**	› Website › Visual identity › Events

Channels And Tools

1 Communication Channels

2 Events

3 Branded materials

4 Advertising

EU-CONEXUS website

https://www.eu-conexus.eu/en/

The website serves as the first point of contact with the University for a wide audience, presenting its scope and activities. At the same time, it is the main communication and dissemination channel ensuring the visibility and outreach, regularly updating the audience on activities and relevant news.

Design of the website is based on the following technical features and characteristics:

› A user-friendly and attractive interface, open to the public of potential users and different stakeholders
› Clear structure, easy navigation evoking positive, encouraging emotions
› Optimised for all types of mobile devices (phones, tablets for both iOS and Android operating systems)
› GDPR compliant, including all GDPR-related features (privacy consent for all forms, consent for cookies on a first visit, etc.)
› Facility to share (social media), send to (by email) and print pages, search on the site
› Offer a contact point
› Links to social media channels
› Newsletter subscription form
› Privacy policy
› Plugin of the Instagram feed

Social Media

The various Social Media profiles are selected to reach out to a wide and relevant audience. The content shared on each platform include different types of information and redirect traffic to the main website. Supporting visual material is used in different social media channels in order to highlight messages. In general, appealing visuals help catch the attention of the followers, audience and invite them to read more and learn more about the proposed topic. For instance, video teasers shared on social media invite the target audience to watch the full videos. The illustrative elements, such as banners for social media profiles, help create a brand consistency and a visual identity for the project.

Facebook

Facebook is a social networking site with a broad user base that spans all age groups. Facebook users tend to prefer content that's informative, entertaining, and emotionally resonant. The frequency of posts published is 5 per week.

Instagram

Instagram is a highly visual platform that's popular with a younger demographic. Instagram usersfavor content. Using reels is the most effective way to boost the number of followers and spread news on Instagram, as they provide an engaging platform for creating short-form video content that can quickly go viral and reach a wider audience. The frequency of posts is around 3-4 per week.



Twitter

This channel is used for short news flashes, using a clear and crisp style, not too descriptive or institutional. Twitter facilitates swift communication among professionals, organizations, and the media, functioning as a real-time communication platform. Though less popular among local citizens in some European regions, it remains a significant social media network for EU-level communication within European institutions, and international organizations. It's a highly paced network demanding frequent activity and updates in order to maintain an active and attractive profile. Therefore, around 3-5 posts are published per week.

LinkedIn

LinkedIn is a professional networking site that's popular with working professionals and job seekers. It's used for sharing industry news, job openings, and other career-related information. LinkedIn users like content that's informative, educational, and career-focused.
The frequency of posts published is 2-3 per week.

YouTube

YouTube is a widely popular video-sharing platform that appeals to diverse audiences. Its users prefer content that is engaging, informative, and visually appealing. Over time, the platform has evolved from being a social media community to a reliable source of information, with entertainment and education being the main themes. The content published on YouTube includes videos, short video formats, and recordings from conferences. Such material must be carefully prepared and delivered while adhering to image and EU requirements. As a result, the frequency of content publication on the platform is shorter and dependent on the type of events and campaigns planned ahead.

Media

Approach to local media through an already established working relationship of each partner, to maximise visibility at local level and reach a wide audience. Engage with local media through the events, regularly sending them press releases about main activities and consultation on issues related to the Smart Urban Coastal Sustainability field.

Events

Organised by the EU-CONEXUS

1. Research promotion
Events for promoting research lead to advancements, improvements, innovations, investments, enhanced reputation, and increased collaboration.

Innovation contest
Scientific conferences
Joint PhD summer schools
Online Workshops
PhD Open Courses

2. Studies promotion
Events for increasing awareness of EU-CONEXUS and urban coastal challenges among pupils and prospective students.

Contests for schools
Study fairs

3. External outreach (society)
Events to increase EU-CONEXUS visibility in society, form partnerships and foster wider community.

EU-CONEXUS Festivals
Public Conferences
Exhibitions

4. Fundraising, Lobbying
Events to attract potential investors and sponsors.

Klaipeda Manifesto
Political forums
Cluster meetings

5. Stakeholder engagement
Events to provide a platform for organizations to showcase our work and engage with the stakeholders

Stakeholder Academy
Career events

6. Community involvement
Student ambassador programme
Training for teachers
Festival







External Events (Third part events)

1. 4EU Conference on Educational and Research Infrastructure Collaboration in European University Alliances

(https://4euplus.eu/4EU-353.html);

2 FOREU1 and FOREU2 events

(https://civis.eu/ro/tiri/joint-statement-from-foreu1-and-foreu2-the-41-alliances-in-support-to-Ukraine)

3 Europe Universities Summit, Beyond resilience: How European higher education is preparing for the future

(https://www.timeshighered-events.com/europe-universities-summit-2023, 3-5 July 2023, Warsaw, Poland);

4. EUA European University Association Summit, 20-21 April 2023

https://eua.eu/events.html),

5. 2023 UIIN Conference (University-Industry Interaction, Entrepreneurial & Engaged universities and the future of higher education.
9-11 May, Budapest, Hungary

https://www.uiin.org/conference/

6. The 2nd Paris Conference on Education, PCE, 16-19 June 2023, Paris, France

(https://pce.iafor.org/call-for-papers/),

7. Membership and participation at 2023 IAU, International Association of Universities Conference 27-29 November, Qatar University, Qatar;

(https://www.iau-aiu.net/Save-the-dates-IAU-2023-International-Conference)





Branded materials and Goodies

Brochures	› Info Brochure › Joint Master Programme in Marine Biotechnology › PhD Courses › School Contest “Think Smart, Create Green” › PhD Summer School
Roll up banner	› General (3) › For Schools › For specific events depending on topic (Research conferences)
Templates	› PPT to present EU-CONEXUS in general › Word templates for agendas, minutes, deliverables › Website landing page template › Posters, invitations, accreditation cards, certificates
Video	› Corporate video › Documentary of EU-CONEXUS › Testimonials of JMPMB students › Videos from events › Short videos (Reels, Teasers) › Live broadcasting
Goodies	Our goodies are prioritized to be sustainable and related to Smart Urban Coastal Sustainability topic.
Digital visuals	› Digital visuals are branded for each event and initiative. › Printed visual materials-For exhibitions › For Fairs (Educational, Study, Corporate) › Photo backdrop-Representation back drop for events.

Study Portals

These are study choice platforms, enabling students to find and compare their study options across borders and select the right universities for them. It is a results-based channel for international student recruitment and marketing, helping reach a global audience. EU-CONEXUS promotes study programmes on portals listed below:

› educations.com
› masterstudies.com
› national portals (Study in Lithuania, Romania,Spain etc.)
› studyportals.com

DreamApply portal

DreamApply is a student admissions management system, which boosts efficiency and productivity of admissions by directly addressing workflows, delivering streamlined processes and easy-to-use digital solutions for all parties involved.

Fairs

› Higher Education Fairs (EAIE 2023, Campus of European Universities, Azerbaijan, Marocco, South african Republic, Vietnam, etc.)
› Trade Fairs (Agrotica, Sea & Coastal Tourism Expo etc.)
› Science and Technology Fairs

Advertising

› Paid digital advertising on platforms like Google Ads and META (Worldwide), as well as on national news and study portals.
› Printed advertising in prospective student magazines, academic journals, and international magazines (Jūra. Meer. Sea)
› Outdoor advertisements in partner countries' cities.

Media publicity

Press releases in national languages to local media.

Annex I: EU Visibility Rules



Co-funded by the European Union

EU funding visibility must be ensured on all channels, documents, brochures, events materials, etc. with the logo of the EU and Erasmus+.

Any communication regarding the action should clearly state that the expressed views are solely those of the author and that neither the Agency nor the Commission can be held accountable for any use of the information provided.

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Annex II

2023

JANUARY

- School Contest Reminder
- JMPMB Webinar
- Annual Call for Cultural and Artistic Projects
- Minor Programme
- RFS Conference
- Research Mobility Call Reminder

FEBRUARY

- Stakeholder Academy
- JMPMB
- RFS Hackathon

MARCH

- EU-CONEXUS Festival
- School Contest
- PhD Courses
- PhD Week

APRIL

- PhD Summer School
- School Contest
- PhD Courses
- RFS Conference
- EU-CONEXUS Festival
- Research Mobility Call

MAY

- EU-CONEXUS Photo Contest Winner Announcement
- Seed Funding Call
- Minor Programme
- Student Ambassador Call
- JMPMB
- Photo Contest Call
- Europe Day Greetings
- School Contest

JUNE

- Student Project Call
- Research Mobility Call
- PhD Summer School
- Minor Programme

Communication Activities Timeline

2023

JULY

- School Contest
- JMPMB
- Research Conference Call

AUGUST

- Research Conference Call
- PhD Summer School
- Visiting Teachers Call

SEPTEMBER

- Student Ambassador Takeover
- Kick-start Your Career
- Student Ambassador Call
- Seed Funding Call
- Research Mobility Call
- Student Project Call
- School Contest
- Minor Programme Call

OCTOBER

- PhD Open Courses
- Kick-start Your Career
- Dance Masterclass Call
- School Contest Reminder
- Student Project Call Reminder
- Stakeholder Academy Final Event
- JMPMB Student Testimonial
- Minor Programme

NOVEMBER

- CNN Call to Earth Initiative
- Teaching Academy
- PhD Courses Call
- Research Conference
- Short Story Contest Call
- Career Centre: JobTeaser Launch
- PhD Grants
- RFS RIIS Launch

DECEMBER

- JobTeaser
- Season's Greetings
- JMPMB Webinar
- RFS Open Access Science Journal
- PhD Courses Call
- Annual Call for Cultural and Artistic Projects
- Innovation Contest Call
- PhD Week
- School Contest

Communication Activities Timeline

2024

JANUARY

- JRI Seminars
- Student Project Winner Announcement
- JMPMB
- Green Campus Best Practices
- PhD Courses
- Open Lab Hours (OLH)
- Science Communication Training Call
- School Contest
- JobTeaser

FEBRUARY

- Dance Masterclass
- Green Campus Best Practices
- Micro-credentials
- JMPMB
- Research Mobility Call
- Seed Funding Webinar
- Innovation Contest
- Women in Science Day Celebration Series
- IamSTUDENT Project Launch
- RFS Closing

MARCH

- Student Project Call
- School Contest National Winners
- JMPMB
- Micro-credentials
- Student Board
- Student Research Hub (SRH)
- JRI Seminars
- Research Mobility Call
- JobTeaser
- Visual Arts Project Selection
- Blue Growth Leaders Academy

APRIL

- Student Ambassador Training
- Student Research Hub (SRH)
- Dance Masterclass
- School Contest National Winners
- ConstructFEST
- Blue Growth Leaders Academy
- Micro-credentials
- Go Global Online Event

MAY

- Open Lab Hours (OLH)
- ENABLES Survey
- Student Project Call
- Minor Programme
- EENVIRO Conference Call
- Dance Masterclass
- Innovation Contest
- Lunch and Learn Series
- Europe Day Greetings
- JRI Seminars

JUNE

- School Contest Call
- JRI Seminars
- Annual Call for Cultural and Artistic Projects
- Student Project Call Reminder
- Research Mobility Call
- IamSTUDENT Survey

Communication Activities Timeline

2024

JULY

- PhD Summer School
- Blue Innovation Day
- Blue Growth Leaders Academy
- Teaching Academy
- JMPMB Graduation
- EENVIRO Call Reminder
- Minor Programme
- Student Board

AUGUST

- JRI Seminars
- PhD Summer School

SEPTEMBER

- School Contest Reminder
- Research Mobility Call
- Micro-credentials
- EAIE Participation
- ENABLES Call
- Student Ambassador Call
- JRI Seminars
- Student Research Hub (SRH)
- Portathon Call

OCTOBER

- JobTeaser
- EENVIRO Conference
- Micro-credentials
- Poetry Contest Call
- Kick-start Your Career Online Event
- Office for Development of Study Offers (ODSO) Workshop
- ENABLES Short-term Mobility Call
- Honorary Doctorate for EU-CONEXUS President
- Student Ambassador Call Reminder
- JRI Seminars
- IamSTUDENT Photo Contest Call
- School Contest Reminder
- JMPMB
- ENABLES Workshop

NOVEMBER

- IamSTUDENT Photo Contest Voting
- Artistic and Cultural Projects Call
- Minor Programme
- EU-CONEXUS Grants for Co-supervised PhD Theses Call
- Open Lab Hours (OLH)
- Student Project Selected Projects Announcement
- Micro-credentials
- PhD Week
- Student Day
- Student Research Hub (SRH)
- World Science Day for Peace and Development

DECEMBER

- Teaching Academy
- Student Research Hub (SRH)
- JobTeaser
- Master's-level Micro-credentials
- Seed Funding Call 2025
- PhD Courses
- Season's Greetings
- IamSTUDENT Photo Contest Winner Announcement
- Personal Branding Training Testimonial
- PhD Summer School Call
- CNN Call to Earth Initiative
- JMPMB

Communication Activities Timeline

2025

JANUARY

- Minor Programme
- Student Research Hub (SRH)
- JMPMB Application Call
- FREDU BIP Call
- Poetry Contest Winners Announcement
- JRI Seminars
- Master's-level Micro-credentials
- Research Mobility Call
- Micro-credentials
- Minor Programme Call
- JobTeaser

FEBRUARY

- Comic Strip in Science Project Call
- PhD Courses

MARCH

- PhD Summer School Call
- Comic Strip in Science Project Reminder
- Innovation Contest Call
- Student Research Hub (SRH)
- Research Mobility Call
- Micro-credentials
- 3rd Student Project Call

APRIL

- PhD Courses
- Student Research Hub (SRH)
- Open Lab Hours (OLH)
- 3rd Student Project Reminder
- UCV BIP
- Career Centre

MAY

- Micro-credentials Call
- Student Research Hub (SRH)
- JRI Seminars
- Alumni Network Event Call
- Master's-level Micro-credentials
- School Contest Reminder
- ICES Conference

JUNE

- Research Conference in Valencia Poster Submission Reminder
- EU-CONEXUS Online Workshops: Research Challenges
- Master's-level Micro-credentials
- School Contest Call
- UCV BIP Call
- JRI Seminars
- Seed Funding Call

Communication Activities Timeline

2025

JULY

- JMPMB Graduation Ceremony
- Student Research Hub (SRH)
- Master's-level Micro-credentials

AUGUST

- Minor Programme Call
- SAIL EU-CONEXUS Student Project Call
- Master's-level Micro-credentials
- PhD Summer School

SEPTEMBER

- 4th Student Project Call
- EAIE 2025
- SAIL EU-CONEXUS Student Project
- Innovation Contest Reminder
- Research Mobility
- Student Ambassador Call
- Micro-credentials Call
- Student Research Hub (SRH)
- JRI Seminars
- Alumni Network Event Call
- Master's-level Micro-credentials
- School Contest Reminder
- ICES Conference

OCTOBER

- 4th Student Project Reminder
- Micro-credentials Reminder
- School Contest Reminder
- Alumni Network Event Reminder
- Student Research Hub (SRH)
- EU-CONEXUS Photo Contest "Memories, History & Heritage of Coastal Cities" Call
- JRI Seminars
- Research Conference in Valencia

NOVEMBER

- School Contest
- Micro-credentials Winter School
- Innovation Contest
- JRI Seminars
- PhD Week
- Career Centre
- Student Research Hub (SRH)
- Online Micro-credentials

DECEMBER

- JobTeaser
- PDSO Workshop
- Student Research Hub (SRH)
- Master's-level Micro-credentials
- Open Lab Hours (OLH)
- JMPMB
- PhD Courses
- JRI Seminars

Communication Activities Timeline

2026

JANUARY

- Minor Programme
- Student Research Hub (SRH)
- Open Lab Hours (OLH)
- JRI Seminars

FEBRUARY

- Micro-credentials
- Micro-credentials Spring School
- EU-CONEXUS Research Conference: Call for Abstracts
- Public Speaking Training for School Contest Pupils and Teachers
- Science Communication Training

MARCH

- Micro-credentials
- Student Research Hub (SRH)
- JRI Seminars
- Sustainability Workshop for School Contest Pupils and Teachers
- Summer School at Frederick University

APRIL

- Micro-credentials
- BIP at the University of Zadar

MAY

- Micro-credentials Summer School
- BIP at the University of Zadar

JUNE

- Minor Programmes
- Summer School at La Rochelle Université

Communication Activities Timeline

2026

JULY

- Research Mobility: External Experts Announcement
- Innovation Contest: Winners Announcement

AUGUST

- Minor Programmes Reminder

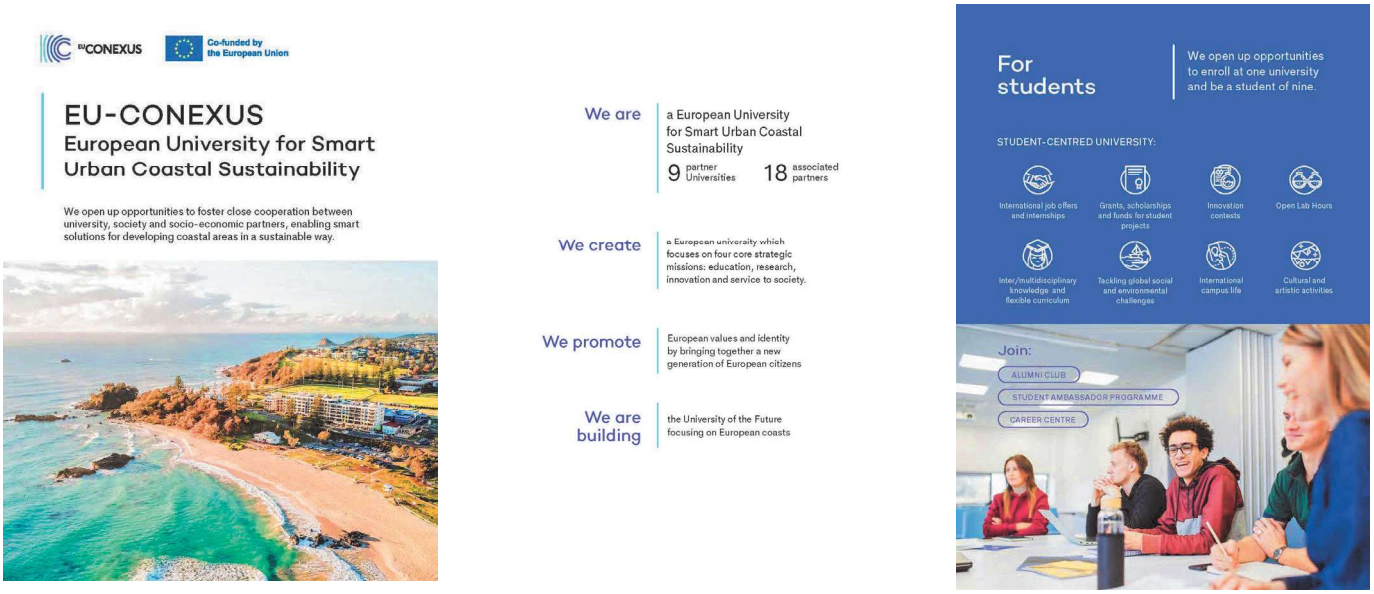
SEPTEMBER

- Research Mobility Final Report
- Micro-credentials Call
- Minor Programmes Reminder

OCTOBER

- Innovation Contest: Four-year Summary
- Micro-credentials Reminder
- BIP at the University of Zadar Call

Annex III



Bachelor

WORLDWIDE RECOGNISED DEGREES AND DIPLOMAS

Micro-credentials

We offer short learning experiences with possibilities to get extracurricular knowledge in Smart Urban Coastal Sustainability topics.

Challenge-based Projects

Our stakeholders (cities, ports and other companies) offer challenges to get hands-on experience, paired or complementary to study programmes.

Minor Programmes

30 different 6 ECTS courses in two fields:

- Minor in Coastal Development and Sustainable Maritime Tourism
- Minor in Blue Economy and Growth

Upon completing five courses in a Minor Programme an official specialisation certificate is awarded

Master

A JOINT MASTER DEGREE AWARDED BY A EUROPEAN UNIVERSITY ALLIANCE

Joint Master Programme in Marine Biotechnology

Specialise within one of our four thematic pathways

- Innovative Bioproducts for Future
- Blue Biomass
- Marine Biorefinery
- Aquaculture Biotechnology

Micro-credentials

We offer short learning experiences with possibilities to get extracurricular knowledge in Smart Urban Coastal Sustainability topics.

PhD

EU-CONEXUS Co-tutelle

PhD programme offered to doctoral candidates enrolled and jointly supervised at two EU-CONEXUS universities, including research stays at two each university. The PhD thesis will be defended only once.

PhD Funding Opportunities

GRANTS · SEED FUNDING · RESEARCH MOBILITY · SCHOLARSHIPS

PhD SUMMER SCHOOLS
Focus on transversal competencies to improve researchers' careers

PhD WEEKS
Information sessions/ workshops about new research and academic opportunities for PhD students

PhD COURSES
Courses developing transversal competencies and SmUCS-related skills offered by each partner university of the Alliance



Language Courses

Learn one of the EU CONEXUS partner languages

SPANISH · FRENCH · GERMAN · ENGLISH · GREEK · LITHUANIAN · CROATIAN · ROMANIAN





We open up opportunities to an international curriculum, career and experience.

For Research Staff

- Shared research information system and infrastructures
- Career trainings: workshops, research hours, networking events, conferences
- International joint projects and collaborations
- Funding for: project development, mobility and international conferences, invitation of guest researchers, Seed funding
- Contact point for Technology Transfer and Innovations

For Society

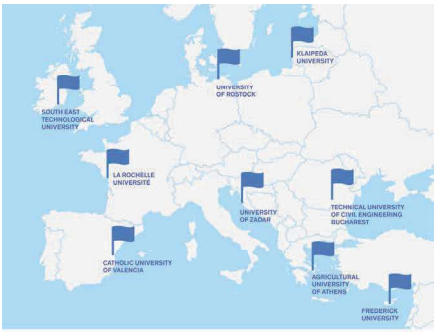
- University to school actions: school contests, workshops, fairs
- Promotion of national cultures through cultural festivals and sport events
- Raising awareness on coastal area challenges: exhibitions, science festivals, public conferences
- Green Campus

For Teaching and Administrative Staff

- International staff training weeks
- Specialised professional trainings
- Exchange of good practice: job shadowing
- Multicultural experience
- Language courses

For Stakeholders

- Industry needs-based study programmes and courses
- Involvement of stakeholders into teaching and training
- Networking and events
- Access to pool of talents
- Research-based innovative solutions



European University for Smart Urban Coastal Sustainability

69032	899	8035	218
students	study programmes at all levels	staff	research units

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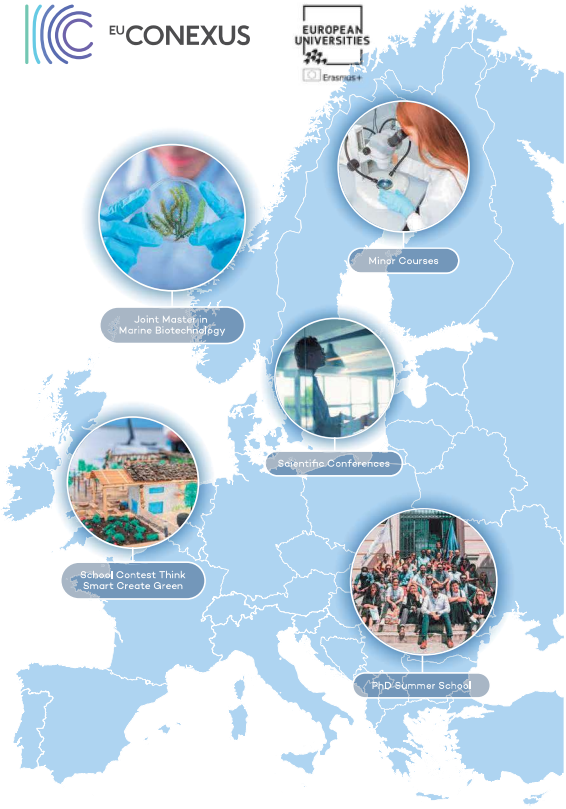
Contacts: eu-conexus.eu info@eu-conexus.eu
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2023


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European University for Smart Urban Coastal Sustainability

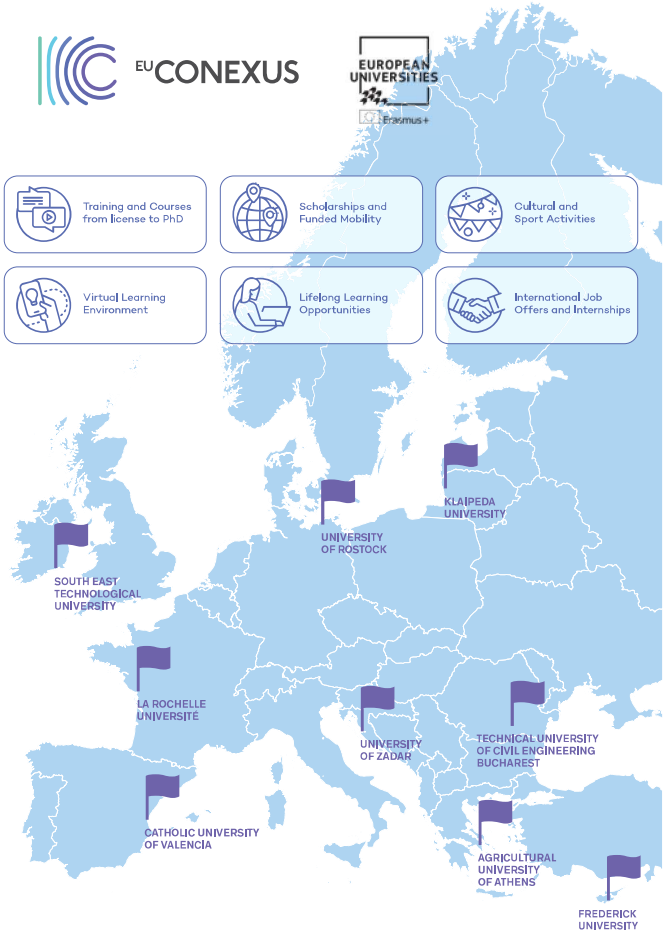
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Certificate of Attendence

NAME SURNAME

has participated in following online webinar orginised by the Klaipeda University on April 30th, 2020 during the second semester of the academic year 2019-2020:

"Ideal team player"

Rector Name Surname of the University of Name of university

29 05 2020

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