D7.1 COMMUNICATION AND OUTREACH STRATEGY

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Technological University of the Shannon: Midlands Midwest

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List of Abbreviations

EC	European Commission
EU	European Union
EZ-ID	European Zone for Interregional Development
FASA	Future and Advanced Skills Academy
FHV	Vorarlberg University of Applied Sciences
HAMK	Häme University of Applied Sciences
HE	Higher Education
HEI	Higher Education Institution
IPCA	Polytechnic of Cávado and Ave
IPL	Polytechnic of Leiria
KPI	Key Performance Indicator
NHL Stenden	NHL Stenden University of Applied Sciences
R&I	Research and Innovation
RDI	Research, Development and Innovation
SAB	Student Advisory Board
SAP	Short Advanced Programme
SZE	University of Győr – Széchenyi Istvan University
TUS	Technological University of the Shannon: Midlands Midwest
WP	Work Package

1. Executive Summary

This document represents the Communication and Outreach Strategy for the RUN-EU PLUS project of the Regional University Network – European University (RUN-EU). As the RUN-EU PLUS project is designed to complement the RUN-EU action plans, this strategy is designed to complement the Communication and Dissemination Strategy of RUN-EU.

This RUN-EU PLUS Communication and Outreach Strategy document lists all planned dissemination and communication activities, tools, and channels, and matches them with target stakeholders' categories and key performance indicators. This document will be a reference framework for evaluating the impact of dissemination activities and will be updated and adjusted during the duration of the project whenever needed.

Structured in five chapters, the strategy entails an introductory component that considers key concepts, relevant definitions, and RUN-EU PLUS project outline, followed by three fundamental communication and dissemination axes which provide details on the key messages, targets and planned activities; channels and tools to be used and reporting and impact considerations. A brief description of each chapter is provided below:

- **Chapter 2 (Conceptual Framework)** provides clear definitions of key communication and outreach concepts and highlights general requirements.

- **Chapter 3 (RUN-EU PLUS Vision – Supporting the RUN-EU European University)** details the project vision, main ambition, and objectives, as well as foreseen results and impacts.

- **Chapter 4 (Communication & Outreach Strategic Approach)** states the main communication and outreach RUN-EU PLUS objectives, details the targets to be reached and the messages to be delivered, specifies project-level activities planned at short, medium and long-term, as well as communication and outreach type of activities recommended at the partner level.

- **Chapter 5 (Communication & Outreach Channels & Tools)** presents the project branding and describes each social channel and tool foreseen for the project, providing clear guidelines on how to use them, indicating delivery dates and associated responsibilities.

- **Chapter 6 (Communication & Outreach Impact & Reporting)** explains the communication and outreach reporting process, providing clear rules and steps to follow. This section also offers an overview of the expected impact by listing key performance indicators to be measured during the project lifetime.

2. Conceptual Framework

2.1. Terms and definitions

Dissemination and exploitation of results are crucial areas of Erasmus+ and Horizon 2020 projects lifecycles, by allowing participating organisations to communicate and share activities, outcomes and deliverables, thus extending the impact of their projects, improving their sustainability and justifying the European added value of the European University Initiative.

To successfully disseminate and exploit the project results, organisations involved are asked to give the necessary thought to dissemination and exploitation activities when designing and implementing their tasks. The level and intensity of such activities should be proportional to the objectives, the scope, and the targets of the different project actions. Results achieved in a particular activity or project may additionally be highly relevant and interesting in fields that are not covered directly by the project, and it is up to the individual projects to develop strategies and methods ensuring that others can easily access what has been developed.

The European Commission programmes define key communication and outreach concepts, as follows:

What do dissemination and exploitation mean?[1]

Dissemination is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ RUN-EU European University Initiative and the H2020 RUN-EU PLUS Science with and for Society coordinating support action, this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

Exploitation is (a) a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems, on the one hand, and (b) a planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives, on the other hand. For Erasmus+ this means maximising the potential of the funded activities so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new

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[1] *Erasmus+ Programme Guide 2020, page 312-317*

areas; sustained after the funding period has finished or used to influence future policy and practice.

Dissemination and exploitation are therefore distinct but closely related.

What is intended by "results of the activity"?

Results are achievements of the European activity or project that received EU funding. The type of result will vary depending on the type of project. Results can be classified as either (a) outputs or (b) outcomes: output is a tangible product which is produced by a given project and which may be quantified; outputs can be accessible products like curricula, studies, reports, materials, events, or websites; an outcome is an intangible added value achieved through the achievement of the project objectives and targets.

Ordinarily, such added value defies quantification, whether it covers concrete events and actions such as training, training platforms, content or methodology, or more abstract consequences such as increased awareness, increased skills, or improved abilities. Knowledge and experience gained by participants, partners or other stakeholders involved in the project.

What do "impact" and "sustainability" mean?

Impact is the effect that the activity carried out and its results have on people, practices, organisations and/or systems. Dissemination and exploitation of results plans can help to maximise the effect of the activities being developed so that they will impact the immediate participants and partners for years to come. Benefits to other stakeholders should also be considered to make a bigger difference and get the most from the project.

Sustainability is the capacity of the project to continue and use its results beyond the end of the funding period. The project results can then be used and exploited in the longer term, perhaps via commercialisation, accreditation or mainstreaming. Not all parts of the project or results may be sustainable, and it is important to view dissemination and exploitation as a progression that extends beyond the duration of the project, and into the future.

What are the aims and objectives of dissemination and exploitation?

The first goal of dissemination and exploitation is to spread project results. The second goal is to contribute to the implementation and shaping of national and EU policies and systems. Beneficiaries should develop their way of achieving this goal. Developing ideas for dissemination and exploitation is important for every project funded by the Erasmus+ and Horizon 2020 Research and Innovation Programmes. However, the type and intensity of dissemination and exploitation activities should be proportional and tailored to the particular needs and the type of project developed. This includes whether the project is process-oriented or aimed at producing tangible deliverables; if it is stand-alone or part of a larger initiative;

whether it is developed by large or small-scale participating organisations, etc. Participating organisations should discuss the aims and objectives of the activities/plan and decide on the best activities and approaches as well as share the tasks among partners considering the particular specifics of the project.

2.2. Requirements

There are several requirements for the results of the project to be useful and sustainable. These will influence not only the development of the project but also the dissemination of its results.

Experience from previous projects shows that it is possible to identify the following areas:

- Adaptability to each institution: different institutions, different cultures, different national regulations. When predicting a national dissemination plan these factors should be taken into consideration.

- Clear advantages of the project resources and results: it is necessary to emphasise the advantages of the project main results to the key end-users/target groups. Partners should therefore highlight during project dissemination the product's added value and its benefits to the potential end-users.

- Clear identification of the end-users/target groups and dissemination tools and channels: it is important to identify the correct target groups and the best dissemination methods to ensure that the project reaches its intended audience.

- Excellent communication between member HEIs: to maximise dissemination, HEIs must maintain a good communication flow. This will encourage the sharing of national experiences and continuous adaptation of each dissemination plan in the light of shared information.

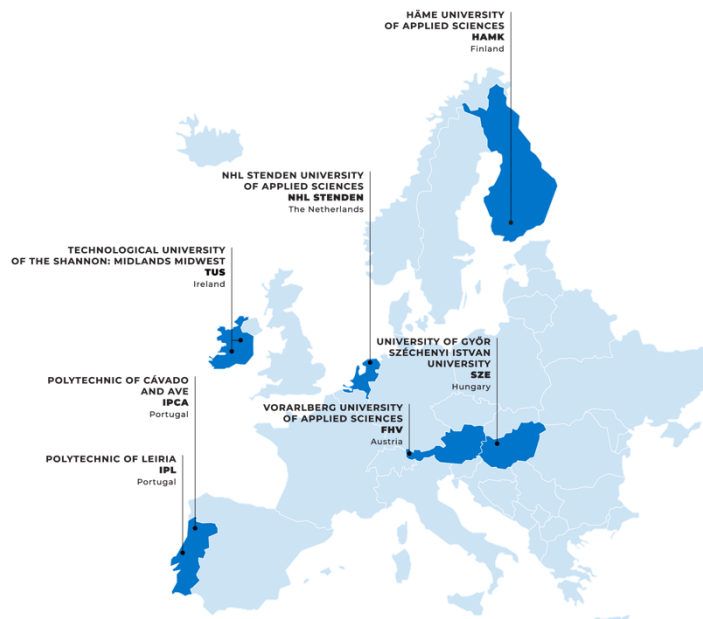# 3. RUN-EU PLUS Vision – Supporting the RUN-EU European University

Image 1 – RUN-EU Members Map

"Delivering Future and Advanced Skills for Societal Transformation in the EU Regions"

"Our students will inherit the future"

The Regional University Network – European University (RUN-EU) alliance brought together like-minded, regionally focused Higher Education Institutions (HEIs) whose mission implementation plan set out a delivery mechanism for the creation of a new multinational interregional alliance and a European Zone for Interregional Development (EZ-ID).

RUN-EU will secure the sustainable economic, social, cultural, and environmental progress of its regions and stakeholders. RUN-EU will implement this mission by delivering on the future and advanced skills necessary for its students and stakeholders to successfully meet the challenges of the future, engage in societal transformation and promote active citizenship, thereby leading to the creation of a new multinational interregional alliance, a **European Zone for Interregional Development (EZ-ID)**.

RUN-EU PLUS will be a true European engine of R&I for regional development, utilising the quadruple helix approach in the collaborative co-design and co-creation of our research, innovation, pedagogical and social engagement activities.

3.1. Ambition

RUN-EU PLUS – PROFESSIONAL RESEARCH PROGRAMMES FOR BUSINESS AND SOCIETY aims to complement the RUN-EU European University action plans (avoiding replication), in developing an integrated long-term strategy for research and innovation (R&I) within our European University. In addition, it will develop a framework and programmes at MSc and PhD levels across the network. The RUN-EU PLUS R&I strategy will fundamentally reinforce our cooperation in R&I with other sectors, particularly with academia-business collaboration in the RUN-EU focus areas of Future Industry and Sustainable Regional Development, Bioeconomy, and Social Innovation. Specifically, RUN-EU PLUS will develop a Common R&I Agenda and Collaborative Action Plan, in synergy with the consortium's education strategies and regional engagement initiatives detailed within the 'Interuniversity Future and Advanced Skills Academies', 'European Innovation Hubs' and 'European Mobility Innovation Centre' of RUN-EU.

3.2. Results & Impact

RUN-EU PLUS will have the following key deliverables and activities over the lifetime of the project:

- A common R&I agenda and associated collaborative action plan focused on the strengthening of academia-business partnerships in R&I development across the network which will complement the existing RUN-EU strategic vision for teaching, learning, research, and engagement activities in the delivery of societal transformation across the regions of the alliance.

- Joint and collaborative accredited professional practice-based research degree programmes at both masters and PhD levels across the RUN-EU alliance have been designed, implemented and delivered in association with the industry, business and societal stakeholders.

- Implement strategies that strengthen the capacity of the human capital engaged in research and innovation across the RUN-EU alliance, through the development of a collective and collaborative cloud of knowledge portal. This will equip researchers with a combination of pedagogical and research skills and will provide for a research career evaluation system to reward researchers and research excellence at all career development stages.

- Open Science practices and skills that are mainstreamed within the RUN-EU R&I platforms, through the delivery and adoption of new and innovative programmes and initiatives across the alliance aimed at further strengthening our commitment to open science principles.

- Reinforce cooperation in R&I activities across and between alliance members and their associated industry, business and societal stakeholders and partners.

- Contribute to the development of the recently announced European Research Area hubs by fostering joint R&I activities across the RUN-EU alliance and supporting the development of the RUN-EU European Innovation Hubs (EIH), with business, industry, and societal stakeholders. These will be specifically focused on Future Industry and Sustainable Regional Development, Bioeconomy, and Social Innovation.

4. Communication & Outreach Strategic Approach

Image 2 shows the flow of information within the management structure of the RUN-EU PLUS project. This strategy will focus on: i) sharing the innovative results/outcomes and the best practices identified from the RUN-EU PLUS project, showcasing the accomplishments, and presenting the results and impacts; and ii) communicating the added value and opportunities associated with the Professional Practice-based Research Degrees at MSc and PhD level to potential students and society. Further, the consortium will use the channels created in the RUN-EU European Universities (website and social media channels) to communicate its achievements and share results and relevant policy findings resulting from the implementation.
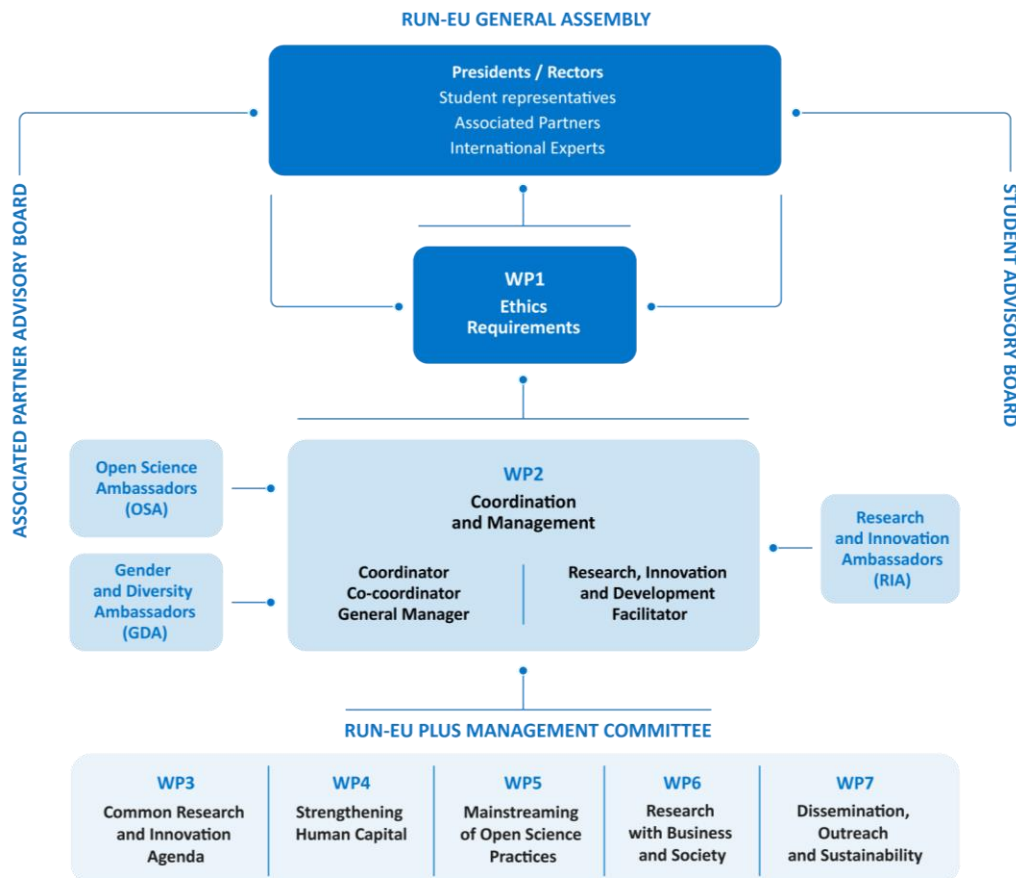

Image 2 – RUN-EU PLUS Management Organisation

4.1. Approach

The RUN-EU PLUS Communication and Outreach Strategy has defined four main objectives that will be translated into a plan with a comprehensive set of activities able to reach the target groups and final end-users, as well as other interested stakeholders:

- **Objective 1**: To raise awareness about the project, its methodologies and key results.

- **Objective 2:** To promote the engagement and active involvement of key actors at the local, national and EU levels from the beginning to after the project ends.

- **Objective 3:** To keep stakeholders continuously updated about project progress, activities and accomplishments, inviting them to cooperate in key activities of the project.

- **Objective 4:** To promote the project activities and results to the target groups, convincing end-users to adopt, apply and transfer them and contributing to the implementation and shaping of national and European policies and systems.

4.2. Target Groups and Key Messages

RUN-EU PLUS Target Groups:

- Students, alumni, and potential applicants
- RUN-EU RDI managers, research principal investigators, researchers, postgraduate students, and academic staff
- Higher education institutions on regional, national, European, and global levels
- RDI partners and funders
- Regional business, industry, and societal representatives
- Associated partners
- European Commission
- Regional and national authorities, decision-makers, and other relevant stakeholders
- The Forum of European Universities #2 (FOREU2) – a discussion forum for the 24 alliances from the 2nd Erasmus+ Pilot Call
- Media on regional, national, European, and global levels.

Communication and dissemination will benefit the target groups at all levels (local, regional, national, European, and international), by providing information and raising awareness, enabling target users and stakeholders to have direct access and understand the project vision, objectives and results.

RUN-EU PLUS Key Concepts:

- Practice-based master's and PhD programmes.
- International programme development.
- Trans-European supervision and programme delivery.
- Collaborative Research and Innovation.
- Open science practice.
- Researcher Career Development.
- Regional development.

Message to Students:
Our higher education institutions are collaborating in the development and delivery of state-of-the-art research and innovation projects with business and industry for strategic regional development. Our academic staff are creating practice-based research master's and

PhD programmes which will provide students with the specific and general skills they require to undertake an exciting and successful career in their chosen field and which will enable them to significantly impact the development of their region. Students will be supported throughout their research career and be educated in open science practice, research methodologies, research integrity principles and intellectual property management.

Message to Staff:

We will train, support and mentor staff in the development of practice-based master's and PhD research projects and the supervision of students registered on these programmes. These programmes will be collaboratively co-designed and deliver innovative pedagogical, research, innovation and engagement activities that meet the students' future skills needs and promote regional development. The staff of the RUN-EU higher education institutions will be offered the opportunity to build up international competencies through, for example, staff exchanges, and joint delivery of research projects and joint supervision of research students. Short-term and flexible student and staff mobilities are the key operating models for achieving these goals.

Message to Stakeholders and Society Partners:

The RUN-EU PLUS project aims to secure the sustainable economic, social, cultural, and environmental progress of its regions and stakeholders. It will support RUN-EU in implementing its mission by delivering the future and advanced skills necessary for its students and stakeholders to successfully meet the challenges of the future, engage in societal transformation and promote active citizenship, thereby leading to the creation of a new multinational interregional alliance, a European Zone for Interregional Development.

The RUN-EU PLUS target groups will be reached and involved during the project lifetime using several channels and communication events, including:

- Project promotional materials (brochure, newsletter, leaflets)

- Social media presence

- RUN-EU website (it will host the RUN-EU PLUS project)

- Publication of news in the media of RUN-EU partner countries

- Invitation for participation in project events

- Mailing for target groups and stakeholders with key project information

- Scientific and professional papers written in collaboration by RUN-EU members.

4.3. Strategic Planning (Project Level)

Communication and Dissemination strategic planning resulted in the definition of four stages that frame the implementation of all communication and dissemination actions:

1) The implementation of communication, dissemination and exploitation strategies and action plans, to share best practices and learn lessons to ensure system-level impact.

2) The dissemination of RUN-EU PLUS activities and results within the RDI community, including students and researchers from both RUN-EU alliance members and other national and European HEIs.

3) The deployment of event details and production of communication material to engage the RDI community, reinforce cooperation with external partners, strengthen the outreach and share project achievements.

4) The exploitation of joint structures and sharing of best practices among the members of the RUN-EU alliance and their associated partners, including business and society stakeholders, and promote structured collaboration at the European level, among other pilot alliances.

The table below showcases the strategic planning of RUN-EU PLUS communication and outreach project activities, mirroring the previously mentioned four fundamental phases.

Table 1 – Communication and Outreach Activities Planning at Project Level

Planning at Project Level			
What (activity)	Who (partner responsible)	When (deadline)	Status
Preliminary Actions			
Fine-tune of the project visual identity	TUS + IPL	M2 (Nov 2021)	Complete
Development of PPT and Word templates	TUS + IPL	M2 (Nov 2021)	Complete
Partner local/regional action plans	All partners	M3 (Dec 2022)	Ongoing
Development of C&O reporting tools	TUS + IPL	M3 (Dec 2021	Ongoing
RUN-EU PLUS project published on RUN-EU website (run-eu.eu)	TUS + IPL	M3 (Dec 2021)	Complete
RUN-EU PLUS project published on RUN-EU social media channels	IPL	M3 (Dec 2021)	Complete
Development of the Communication and Outreach Strategy	TUS	M3 (Dec 2021)	Complete
Gathering interest of the stakeholders			
Launch event	TUS and all partners	M2 (Oct 2021)	Complete

Planning at Project Level			
What (activity)	Who (partner responsible)	When (deadline)	Status
Promotional brochure presenting the key project activities and expected results	TUS	M4-M5 (Jan/Feb 2022)	Ongoing
RUN-EU PLUS link on RUN-EU website and social media presence	TUS + IPL	M3 (Dec 2021)	Complete
Engaging the target groups in the alliance activities			
Regular update of RUN-EU PLUS news on RUN-EU website	TUS + IPL	Regularly	Ongoing
Regular update of the project social media	IPL	Regularly	Ongoing
Issue of e-newsletters	TUS + IPL	At different project moments	Not started
Promotional short videos	TUS + IPL	At different project moments	Not started
Organisation of the first Annual International Conference on Research with Business & Society (ICARUS)	SZE	M3 (Dec 2021)	Complete
Deployment of the Open Science Ambassadors network	FHV	M6 (Mar 2022)	Not started
Publication of Strategic Research Priorities Report	TUS	M6 (Mar 2022)	Not started
Organisation of the second Annual International Conference on Research with Business & Society (ICARUS)	TUS	M15 (Dec 2021)	Not started
Publication of Strategy for Innovation Co-operation	TUS	M24 (Sept 2023)	Not started
Launch of 3 practice-based Masters Programmes	SZE	M24 (Sept 2023)	Not started
Launch of 1 practice-based PhD Programme	TUS	M24 (Sept 2023)	Not started
Interaction with the Forum of European Universities #2 (FOREU2) – first report	TUS	M24 (Sept 2023)	Not Started
Organisation of the third Annual International Conference on Research with Business & Society (ICARUS)	NHL Stenden	M27 (Dec 2023)	Not started
Interaction with the Forum of European Universities #2 (FOREU2) – second report	TUS	M36 (Sept 2024)	Not started
Showcase of practice-based research degrees	TUS	M36 (Sept 2024)	Not started
Scaling up and assuring the sustainability			

Planning at Project Level			
What (activity)	Who (partner responsible)	When (deadline)	Status
Development of the RUN-EU PLUS Sustainability Strategy – first report	IPL	M24 (Sept 2023)	Not started
Development of the RUN-EU PLUS Sustainability Strategy – second report	IPL	M36 (Sept 2024)	Not started
Innovation impact and scaling report	TUS	M36 (Sept 2024)	Not started
Reporting & Analysing Impact			
Annual Communication and Outreach Report – first report	TUS	M12 (Sept 2022)	Not started
Annual Communication and Outreach Report – second report	TUS	M24 (Sept 2023)	Not started
Annual Communication and Outreach Report – third report	TUS	M36 (Sept 2024)	Not started

4.4. Strategic Planning (Partner Level)

Strategic planning at the partner level will be aligned with strategic RUN-EU plans. A core assumption of this communication and outreach strategy is that all partners play a key role in the achievement of the vision and objectives defined. This means that with the support and under the coordination of TUS (WP leader), all partners will establish an internal plan and put it into practice, recording the activities (with evidence) and reporting them to TUS who will analyse the information in detail.

Examples of activities to be performed by partners (among others):

- Sending out information emails related to the project activities

- Promoting communication and outreach activities internally (ie disseminate the project inside each institution, thus reaching RUN-EU academic staff members, researchers and students)

- Promoting or attending round-table discussions or meetings for project presentation

- Promoting or attending workshops, conferences, and other events to present the RUN-EU PLUS project and its activities

- Publication of press releases, newsletters, news, articles etc

- Distribution of promotional materials (brochure, newsletter, leaflets) or other materials by email or face-to-face events

- Promoting project events with the target groups (all types of events)

- Publication of news in the HEIs websites or posts on social media

- Publication of news in HEIs newsletters, blogs etc

- All partners should include on their institutional websites a reference to the RUN-EU PLUS project, which can be as simple as a logo and link to the website, but ideally also relevant news or a more detailed project presentation.

All activities should be planned and implemented in a structured manner, avoiding over-exposure and communication saturation, by conveying meaningful information following major stages of project progress and main results. On the other hand, a uniform approach among the project partners should be secured, avoiding duplication of work and ambiguous, conflicting, or confounding messages.

- Partners are invited to indicate the type of activities that they plan to implement over time, providing a brief description as well as indicating the target groups to reach and the estimated impact

- It is expected that partners can conduct different types of activities and a balanced mix of online actions (eg mailing, posting news, etc) and face-to-face actions (oral presentations, round tables, etc)

- Concrete activities related to the implementation of the work package (e.g. an interview or a focus group) are not considered communication and dissemination activities. However, sending out emails inviting experts to the focus group, sending out emails inviting target groups to attend an event, posting a piece of news at the institutional website of the organisation announcing the event or presenting the results of the event, are all communication and dissemination activities.

5. Communication & Outreach Channels & Tools

In addition to digital communication channels (website, social media, email circulars), more traditional communication channels (face-to-face meetings and events, distribution of promotional materials), will also be used.

These channels allow partners to convey clear and effective messages using a continuous and strong approach, keeping both the target groups updated along with the project duration and engaged or informed about the achievements or activities in specific moments.

The main communication and dissemination tools will include the following:

- Website
- Social media
- Online brochures
- Online leaflets
- e-Newsletters
- Promotional short videos
- Events
- News on the media

All the materials will be produced in English and editable formats will be made available for all RUN-EU alliance partners, should any decide for its translation.

5.1. Branding

The project will use different channels and tools to convey clear, effective and engaging messages to the target groups. These will be built on and will use a unified branding developed for the RUN-EU project.

Operational guidelines and materials will include:

- Logos and logo instructions

- Fonts

- Colours

- Visual elements (photos, maps, etc)

- Graphic elements (layout materials, etc)

- RUN-EU PLUS vocabulary.

RUN-EU PLUS Logo

Member HEIs are invited to make use of the project logo and templates for all internal communications and are requested to use them always for external communication actions.

Image 3 – RUN-EU PLUS Logo

Acknowledgement of EU funding

Besides the project logo and name, other elements must be always visible in all the communication materials, channels and tools, regardless of the format: the EU emblem, the project disclaimer and the project number. The use of information on EU funding and the use of EU emblem is compulsory. Moreover, partners need to ensure the use of disclaimers excluding the EC and the Agency from responsibility.

Image 4 – European Union Emblem Flag

In summary, the beneficiaries must use the relevant EC Commission logos on publications as appropriate. The European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Horizon 2020 programme can appear with the flag.

The following disclaimer shall be added to publications produced within the project:

The content of this publication represents the views of the author only and is his/her sole responsibility. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains. Grant Agreement Number: 101035816.

Templates

To harmonise the documentation produced within the consortium, Microsoft Word and PowerPoint templates were inspired by the branding defined for the project. These templates will be used by all partners for relevant documents and presentations prepared for the project.
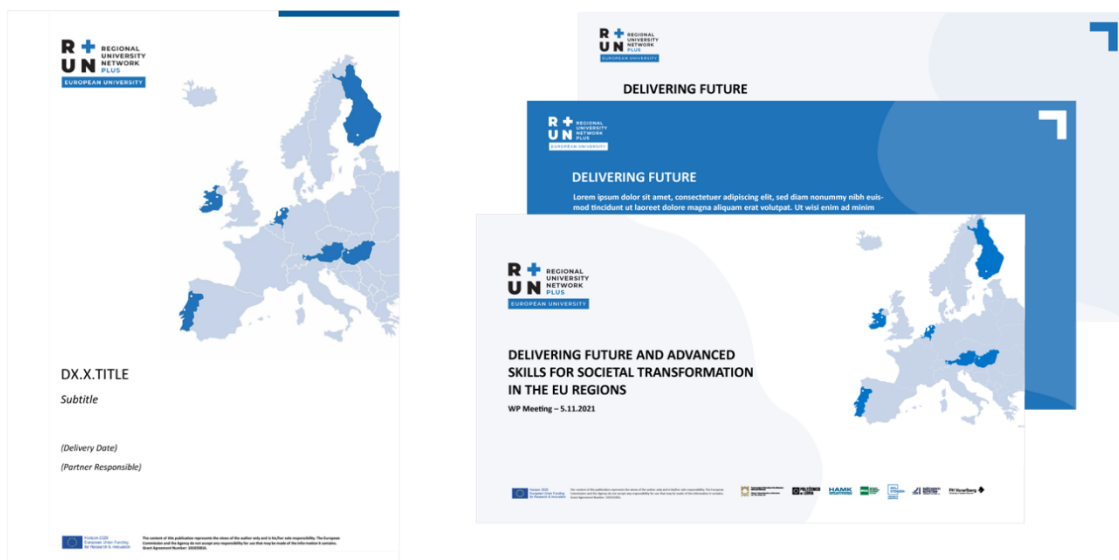
Image 5 – RUN-EU PLUS Microsoft Word and PPT Templates

5.2. RUN-EU Website presence

The current version of the RUN-EU website (https://run-eu.eu/) will be reviewed to reflect the RUN-EU PLUS project implementation and its results, and a draft structure is outlined below:

- **Landing page**: will include the basic information about the RUN-EU PLUS project, focusing on the vision, members, indicators, and expected results. This main page will include the links to the project social media channels.

- **News and events section**: the project progress and achievements will be shared with the stakeholders through the constant publishing of news about the achievement of milestones, delivery of results (higher focus for the new educational offers and institutional structures jointly created), as well as the project events (announcing events and provision of post-event coverage).

- **Results area**: will present the key results produced over time and of public access, raising awareness of the dimension and potential of the RUN-EU PLUS project outcomes and deliverables.

- **Download area**: will present the promotional materials developed, such as brochures, leaflets, e-newsletters.

- **Contact section**: aiming to encourage stakeholders to be in contact with the partnership and to join the project, a contact form will be available to register the stakeholders' interest in the RUN-EU PLUS results and activities.

The RUN-EU website will thus host the RUN-EU PLUS project information and news articles.

The **accessibility** (Directive EU 2016/2102) of the website contents (also downloadable materials) and structure needs to be secured with guidelines for preparing accessible materials (e.g. PDF, PPT and Word documents) within the RUN-EU alliance.

The website usage and access will be monitored with **Google Analytics** which allows recording various information, such as visitors, traffic sources, most viewed contents, etc. This is a helpful means to identify opportunities for improvement, increase communication efficiency and evaluate the website impact and effectiveness.

5.3. Social Media Presence

To avoid confusion, the diffusion of RUN-EU PLUS activities will be made also via RUN-EU social media accounts. RUN-EU social media will keep target groups informed about the RUN-EU PLUS project progress and the possible involvement followers can have, by participating in the events, piloting activities, but also providing their feedback and recommendations.

Regular information about the RUN-EU PLUS project will be posted on the following RUN-EU social channels:

- Facebook: https://www.facebook.com/run.europeanuniversity
- Instagram: https://www.instagram.com/run_europeanuniversity/
- Twitter: https://twitter.com/run_euniversity
- LinkedIn: https://www.linkedin.com/company/run-european-university
- YouTube: https://www.youtube.com/channel/UC6vtPNyQ2YSu2KQro0yoyCA

Social Media Strategy

Social media has central content management by IPL. This centralisation aims to guarantee coherence and consistency of image and content.

All partners should act as a community and are encouraged to share, reshare the given content on their own social media channels. The development of a wide network of diverse senders and receivers will allow for direct contact with a variety of target groups and stakeholders.

There will be guidelines for the RUN-EU members suggesting that RUN-EU should be tagged into each RUN-EU social media post made by the members, and to encourage the use of relevant hashtags. This way RUN-EU accounts could re-post RUN-EU alliance member posts and get more visibility for all networks.

Social Media Posting Guidelines

These guidelines the RUN-EU PLUS will align with RUN-EU guidelines which include:

Hastags to mention in posts:

- #run_eu_plus

- #Horizon2020

- #run_eu

- #erasmus

- #erasmusplus

- #europeanuniversities

- #europeanunion

Facebook

- No character limit but aim for 1-2 short sentences (100-280 characters).

- Add photos and videos to get more engagement.

- Tag other relevant accounts within your post to reach a wider audience.

- Topics to cover: news on relevant project activities and events, including announcing and reporting activities; other relevant news and topics related to RUN-EU; brand marketing; media mentions.

- Usernames to mention in posts: @run.europeanuniversity @TUoftheShannon @politecnico.de.leiria @IPCA.Instituto.Politecnico @Uni.SZE.Gyor @hamkuas @nhlstenden @fhvorarlberg

Instagram

- No character limit but try to keep it concise and interesting (between 80 and 150 characters to get more engagement).

- Videos in "story" or "IGTV" format to get more engagement.

- You can add all relevant hashtags at the end of posts.

- Topics to cover: news on relevant RUN-EU PLUS project events; relevant information for target audiences.

- Usernames to mention in posts: @run_europeanuniversity @europeancommission @European_Youth_EU @tus_ire @politecnico_de_leiria @ipca.instituto.politecnico @szechenyi.istvan.egyetem @hamk_uas @nhlstenden @fhvorarlberg

Twitter

- Share short comments, make announcements that can instantaneously reach a large audience or retweet relevant content.

- Include a picture. It decreases your character count but significantly increases engagement and so reach.

- Most of the time, add a link.

- Tag other relevant accounts within your post to reach a wider audience.

- Topics to cover: news on relevant project activities and events, including announcing and reporting activities; other relevant news and topics related to RUN-EU PLUS; brand marketing; media mentions.

- Usernames to mention in posts: @run_euniversity @EU_Commission @EUErasmusPlus @TUS_ie @UniSze @HAMK_UAS @nhlstenden

LinkedIn

- Posts between 100 and 280 characters with photos and videos to get more engagement.

- Tag other relevant accounts when appropriate.

- Add RUN-EU's website link to your post when it's related to it to increase website traffic.

- Topics to cover: news on relevant project activities and events, including announcing and reporting activities; other relevant news and topics related to RUN-EU PLUS; brand marketing; media mentions.

- Usernames to mention in posts: @run-european-university @tus-ie @politecnicodeleiria @instituto-politécnico-do-cávado-e-do-ave @unisze @hamk @fachhochschule-vorarlberg

YouTube

- It works as a repository of video graphic content produced during project events.

- Include closed captions in English where possible.

- Topics to cover: key achievements of RUN-EU PLUS.

5.4. Online Brochures

Online brochures will be published on the RUN-EU website following the RUN-EU publishing guidelines.

Table 2 – Online Brochure Description

Promotional material	What and Why?	When?	Who?
Online Brochure[2]	At the beginning of the project, an initial version will be developed to present the RUN-EU PLUS project, its members, the long-term vision and the expected results, to raise awareness to the stakeholders at an early stage. At a later stage of the implementation, a second version of the brochure will be designed to focus on the achievements of the RUN-EU PLUS project, showcasing the accomplishments of the initial stages by presenting the results and impacts. A hard copy will be used only when relevant.	Within 4 months of the project start (M4). Updated on the final semester of the project.	To be developed by TUS + IPL

5.5. Online Leaflets

Online leaflets will be published on the RUN-EU website following the RUN-EU publishing guidelines.

Table 3 – Online Leaflets Description

Promotional material	What and Why?	When?	Who?
Online Leaflets [3]	Online leaflets will be produced at various times during the RUN-EU PLUS project to present to the RUN-EU PLUS community and to external stakeholders the innovative educational results/outcomes to be developed in the framework of the project implementation (summarising the results and benefits for students and other stakeholders). The leaflets will focus, for example, on the joint research and innovation projects (WP3), open science and transferable skills training programmes (WP4 & WP5) and RUN-EU PLUS practice-based research programmes (WP6). A hard copy will be used only when relevant.	At different project moments.	TUS + IPL + WP leaders

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[2] The brochure will be available at https://run-eu.eu/

[3] The leaflets will be available at https://run-eu.eu/

5.6. e-Newsletters

Electronic newsletters will be delivered by email to the community and published on the RUN-EU website following the RUN-EU publishing guidelines.

Table 4 – e-Newsletters Description

Promotional material	What and Why?	When?	Who?
e-Newsletters[4]	This resource will include a summary of the RUN-EU PLUS achievements at particular stages (related to the key milestones of the project implementation) and present the events to be organised creatively and attractively (be it communication and dissemination events or a call for abstracts for the ICARUS conference). Different editions will be planned as part of the communication and dissemination strategy and shall be released at key moments of the project implementation. A hard copy will be used only when relevant.	At different project moments.	TUS + IPL

5.7. Videos

RUN-EU PLUS videos will be published on the RUN-EU YouTube channel following the RUN-EU publishing guidelines.

Table 5 – Videos Description

Promotional material	What and Why?	When?	Who?
Promotional Short Videos	Short duration (2 to 3 minutes) will be released in English to promote RUN-EU PLUS joint research and innovation projects (WP3), open science and transferable skills training programmes (WP4 & WP5) and RUN-EU PLUS practice-based research programmes (WP6). These videos will be easy to share and promote with integrated active links to the project's website, project social media channels and partners institutional websites and social media channels.	At different project moments.	TUS + IPL

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[4] The e-Newsletters are available at https://run-eu.eu/

5.8. RUN-EU PLUS Dissemination Events

Several events will be organised during the RUN-EU PLUS project implementation to:

i) engage the research community of the alliance members and share the goals of the project and the strategy for the development of Professional Practice-based Research Degrees;

ii) reinforce cooperation with different partners for project implementation, including business, government and social stakeholders and;

iii) and strengthen the outreach and share the project achievements.

- **The Annual International Conference on Applied Research with Business and Society (ICARUS)**

The consortium will organise the first three editions of what will become a permanent annual international conference, held sequentially by each of the members of the RUN-EU alliance. The **Annual ICARUS Conference** will engage research students, scholars, researchers, and business and society stakeholders and it is planned to have three tracks, linked to the focus areas of the RUN-EU alliance and the future RUN-EU European Innovation Hubs (Future Industry and Sustainable Regional Development, the Bio-economy and Social Innovation).

Specific tracks and activities will be organised with a view to:

- Provide a space for the presentation of the most relevant scientific results in the focus areas, including special tracks for professional research programmes' students

- Contribute to the Open Science agenda through close contact and informal discussion with business and society actors, in which the conclusions of the scientific world are presented in a clear way, which is accessible to the general public and particularly to business and society representatives

- Increase the cooperation and identify possible practical problems to be addressed by research students within the Professional Practice-based Research degrees

- Implement annual innovation awards to recognise the companies or society actors that have a special contribution to the development of joint programmes, professional research activities and the development of the R&I ecosystem in the Regions of the RUN-EU PLUS alliance

- Disseminate the impact of the professional research programmes in the companies and society, notably those that host the Professional Practice-based Research degrees.

The organisation of these annual conferences will also be a chance to promote synergies with other activities of this project (including the workshops and development programmes of WP3 and WP4), as well as create complementary actions to the plans of the RUN-EU European University. The three initial editions of this conference will take place (estimated 200 to 250 participants each) as follows:

ICARUS '21 - Hosted by SZE, Hungary, at M3

ICARUS '22 - Hosted by TUS, in Ireland, at M15

ICARUS '23 - Hosted by NHL Stenden, the Netherlands, at M27.

The following banner has been designed to represent the ICARUS conference:

Image 6 – RUN-EU PLUS ICARUS Conference branding

- **Practice-based Research Degrees Showcase**

This showcase is scheduled after the RUN-EU PLUS project (M36) and will demonstrate the registered Professional Practice-based Research Degrees, their project descriptions, including potential added value and highlight any initial contributions to knowledge and practice.

All partners organising events will deliver a brief report about each event, containing the programme, information about attendees and conclusions. The WP leader will compile all the reports into a single report.

5.9. Other Events

Members are expected to disseminate the RUN-EU PLUS project within other events organised outside the project scope. These can go from small-scale thematic events organised by the HEIs to larger scientific conferences that partners usually attend. Communication activities within these events can also vary. It can be as simple as distributing the project brochure or having a roll up on an event stand, to being part of a conference programme and presenting RUN-EU PLUS in a specific panel. The table below shows the events that RUN-EU alliance members expect to attend.

Table 7 – Expected Events

Event	Who?
LSAD Graduate Shows	TUS
Engineering Open Day	TUS
ITLG Young Innovators	TUS
New Frontiers end of Year Awards	TUS
Science Week	TUS
TUS Careers Day	TUS
TUS Open Days	TUS
Professional Development Week (International Office)	TUS
Politécnico de Leiria Open Days	IPL
Semana Leiria-In –Industry Week	IPL
Internacional Week of Politécnico de Leiria	IPL
Open Staff Week	IPL
Ocean Open Day	IPL
Semana da Empregabilidade	IPL
Politécnico de Leiria + Indústria	IPL
Internacional Conference IPCE – Investigação, Práticas e Contextos Educação	IPL
Jornadas Pedagógicas do Politécnico de Leiria	IPL
Open IPCA	IPCA
GrowUP – Feira de Emprego do IPCA (Careers' Fair)	IPCA
CONFIA – International Conference on Illustration and Animation	IPCA
DIGICOM – International Conference on Digital Design and Communication	IPCA

IPCA GameDev Week	IPCA
Symposium of Applied Research (School of Technology)	IPCA
Game Jams	IPCA
Digital Design Day	IPCA
IPCA Welcome Week	IPCA
Winter School on Artificial Intelligence for Games	IPCA
CIED Minho (Europe Direct) Activities and Publications	IPCA
Open Days	NHL Stenden
International Open Days	NHL Stenden
Student Abroad Fair	NHL Stenden
Staff Abroad Fair	NHL Stenden
Start Academic Year	NHL Stenden
International Week	NHL Stenden
International Conference	NHL Stenden
Corporate Pop- up café RUN-EU	NHL Stenden
Pop-up café flexible education	NHL Stenden
Open Bioeconomy Week (online/Finland)	HAMK
Freezing Week (student week, online/Finland)	HAMK
Open House	FHV
Check it out	FHV
Parentum Bodensee	FHV
Master & More Stuttgart	FHV
Bachelor & More Stuttgart	FHV

6. Communication & Outreach Strategic Impact and Reporting

6.1. Reporting

To ensure constant and proper follow-up of the communication and outreach efforts and the impacts achieved, all partners will report to TUS their activities and the evidence of their activities every 12 months, using templates and tools provided in the communication and dissemination strategy. TUS will produce three reports at M12 and M24 and M36 (final report). For such purpose, an excel template for reporting all activities done is available in Annexe 2.

Communication and dissemination activities carried out by partners and their results need to be reported and assessed. This will be ensured by reports every 12 months to be prepared by TUS based on the contributions of all partners. Partners will complete the reporting template provided (Annexe 2 – Communication and Outreach Log of Activities for Reporting) and include evidence on the implementation of the activities and reached audiences.

For a proper record of the activities, the following evidence is suggested for different types of activities:

- Evidence of dissemination for face-to-face activities (e.g. meetings and events) can be an invitation for the events and programme/agenda of the event, attendance list (list of the participants with their signatures), evaluation questionnaire, event short report, photos, etc.

- Evidence of dissemination for online activities (emails, e-Newsletters, etc) can be copies of the emails sent (in case of multiple receivers, one copy will be enough), screenshots/images of news or articles published on RUN-EU higher education institutions' websites, blogs, social media, etc, with information on the average number of viewers, the electronic version of the newsletters etc.

- Evidence for other types of activities/actions will depend on the characteristics of the activity and partners are advised to keep proper evidence (e.g. internal round tables at member HEIs – the evidence can be an agenda or an internal email inviting participants etc).

The important aspect is that all HEIs shall be able to prove that the activity was implemented/done. For example, if the activity is a spot or an interview on the radio, the interview should be recorded. If it is an activity that involves the dissemination of printed materials and products (brochures, newsletters, posters, training materials, etc) partners should keep copies of these materials (one copy to be provided in the reporting of activities, and one copy to stay with each HEI).

6.2. Data Privacy Policy

All members will follow the relevant provisions of data protection law, particularly the regulation of the EU 2016/679 as amended (GDPR) and their national data protection law, in the processing of personal data and the use of communication and outreach tools.

HEIs shall have the duty to provide data subjects with information about their data protection rights and collect their consent for the processing of personal data whenever is legally necessary.

The RUN-EU project website will have a data privacy policy respected by all members of the project.

The communication and dissemination of personal data to stakeholders and associated partners shall be preceded by the legal consent of data holders.

6.3. Key Performance Indicators

As the RUN-EU PLUS project is a coordinating support action of RUN-EU, the dissemination channels and tools are strategically integrated (with news of RUN-EU PLUS activities and project outcomes being published on the RUN-EU website and social media channels). The communication and outreach KPIs for the RUN-EU PLUS project are therefore aligned and consolidated with RUN-EU KPIs. The following are the KPIs as defined by RUN-EU:

Table 6 – Key Performance Indicators

Tool, instrument or activity	Indicator	Expected impact
Website	Number of visitors	2,000
Facebook	Number of followers	500
	Engagement average	2,000
LinkedIn	Number of page followers	200
	Engagement average	1,000
Twitter	Number of followers	200
Instagram	Number of followers	300
	Engagement average	1,500
YouTube	Number of subscribers	200
Brochure	Number of copies distributed by email, or face-to-face events/downloaded	1,000
	Number of editions released	2
Online Leaflets	Number of copies distributed by email or face-to-face events	1,000
	Number of editions released	6
e-Newsletters	Number of copies distributed by email or face-to-face events	2,000
	Number of editions released	6
Promotional short videos	Number of videos	TBD
Students Week	Number of attendants	15 per institution, 120 total per edition.
	Number of events organised	3
Thematic Dissemination events	Number of attendants	100
	Number of editions	2

Tool, instrument or activity	Indicator	Expected impact
International Conference	Number of attendants	100
Dissemination inside the HEIs	Number of staff/students reached by the project	2,000
Publication of news and posts	Number of news published at HEIs website and/or social media	60
Scientific/paper publications	Number of communications/papers submitted	2

7. Annexes

7.1. Annexe 1 – Communication and Outreach Action plan Template

This document is available online.

7.2. Annexe 2 – Communication and Outreach Log of Activities for Reporting

This document is available online.

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