

Communication and dissemination action plan

MS12

WP18: Communication, Impact and Dissemination

Delivery date: 31/05/2023

Contributors (all partners)

The dissemination level (Confidential).



EU **CONEXUS**



Co-funded by
the European Union

Communication and Dissemination Strategy 2022-2026

Communication and Dissemination Action Plan 2022-2026

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

| Content

4	Introduction
6	Communication Strategy
8	Objectives
12	Target Audiences
16	Communication Channels and Tools
22	Communication and Dissemination Action Plan

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 solutions 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 principle 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 stakeholders make it difficult to clearly communicate EU-CONEXUS mission, aims and values.
- 3 | The European 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

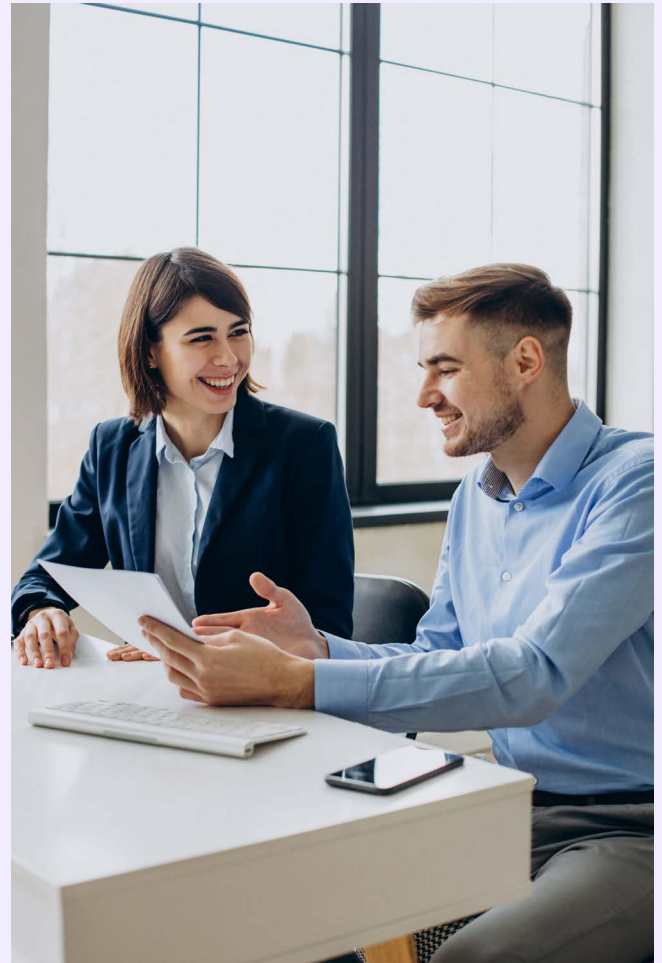
To develop the sense of belonging to EU-CONEXUS by keeping internal audiences informed, connected and engaged through internal information flow system.

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.

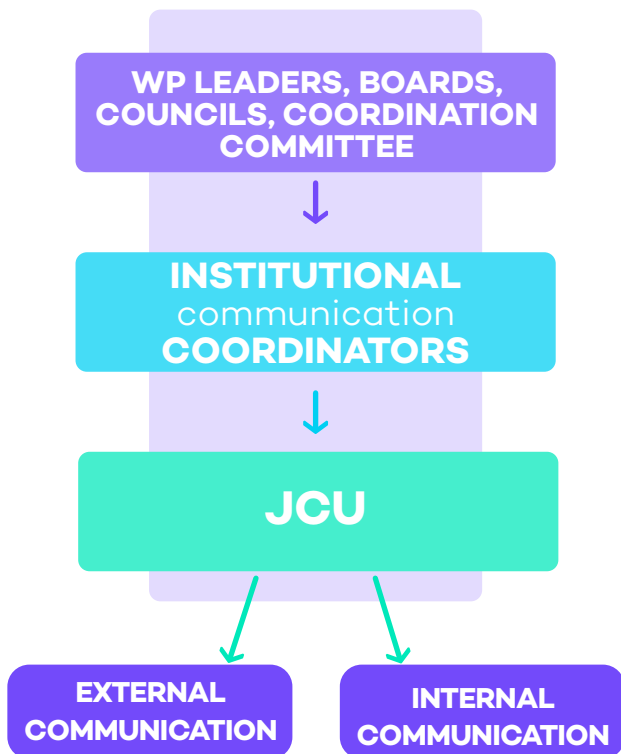
BRANDING

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 communication 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



Logotype with full title



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

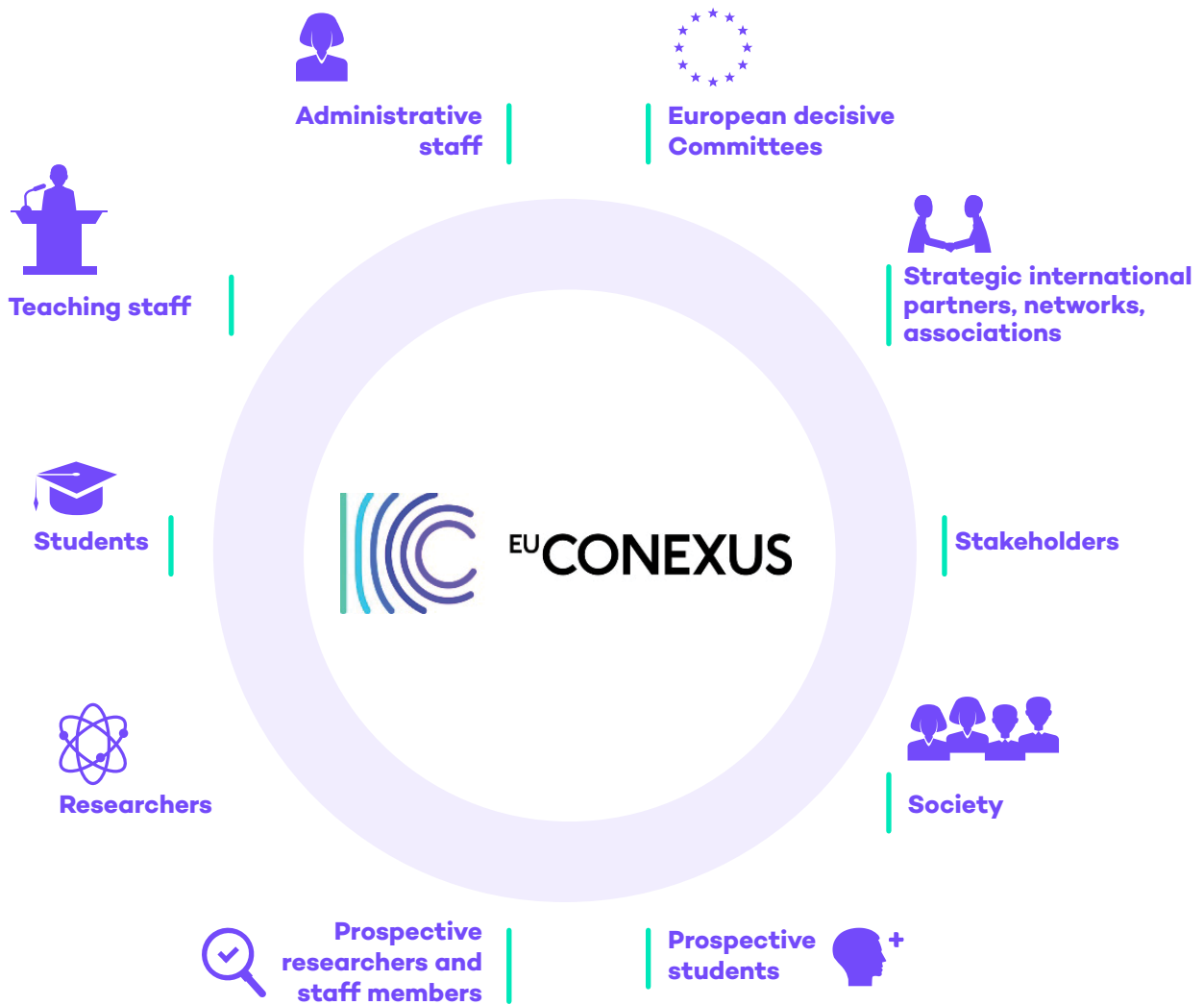
Smart Urban Coastal Sustainability (SmUCS) is a unique thematic focus that concentrates all university missions on finding solutions to global societal challenges faced by urbanised and semi-urbanised coastal areas.

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	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 1. Being recognized as a point of reference on SmUCS related topics. 	<ol style="list-style-type: none"> 1. To build international visibility and recognition.
Stakeholders	<ol style="list-style-type: none"> 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 organisations and institutions working in the SmUCS area and ensure we train professionals according to the industry needs. 	<ol style="list-style-type: none"> 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 research and innovation on SmUCS related topics. 3. Build relationships with stakeholders through events.
Society	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 1. Attract best talents to the European University working in SmUCS topic. 	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 1. Strengthen cooperation and collaboration in teaching and creating joint educational offers between partner universities. 	<ol style="list-style-type: none"> 1. Promote level up teaching curricular through internationalization 2. promote all EU-CONEXUS offers and opportunities for teaching staff.
Administrative staff	<ol style="list-style-type: none"> 1. Increase participation and collaboration of EU-CONEXUS activities 	<ol style="list-style-type: none"> 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 utilise 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-CONEXUS official 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

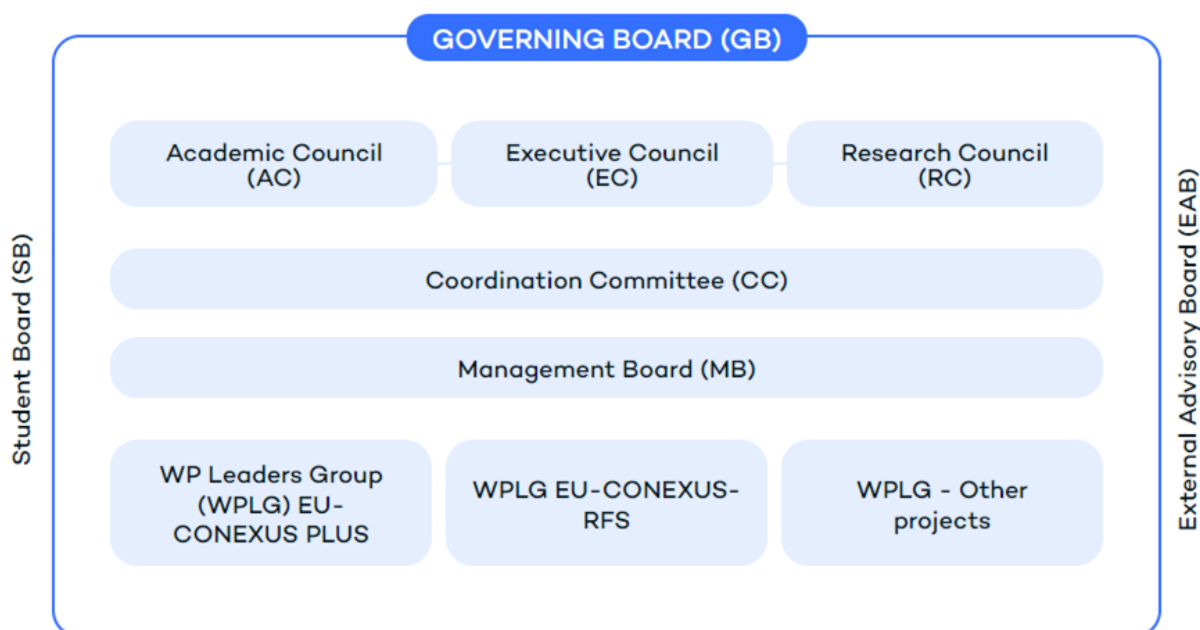
EU-CONEXUS aims to establish itself as a leading authority on SmUCS, providing commentary and consultation to the general public through various media channels on everyday issues related to SmUCS topics.



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 facilitated 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	Dissemination 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	Dissemination 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)	Acknowledgement	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, invitation of international 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)	Acknowledgement & 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	Dissemination channels	Tools	KPIs (reach of the target group)
Student projects support (WP12)	Acknowledgement & Engagement	Students	All internal channels, Open Days, Introduction weeks, special presentations	Digital Brochure, Presentations, Special visuals	Reach of students: 70%
EU-CONEXUS grants and scholarships (WP3, WP4)	Acknowledgement & 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)	Acknowledgement & 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)	Acknowledgement & 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)	Acknowledgement & 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 stakeholders: 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
<p>European Decisive Committees European Commission European Partners</p>	<ul style="list-style-type: none"> › 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. 	<ul style="list-style-type: none"> › 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. 	<ul style="list-style-type: none"> › 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 	<p>EU-CONEXUS opens up opportunities to higher quality of education, research, and innovation.</p> <ul style="list-style-type: none"> › 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 <p>EU-CONEXUS opens up opportunities to promote the European identity.</p> <ul style="list-style-type: none"> › Increase students’ European mobility › Promotion of inter-cultural initiatives and international collaborations › Promotion of Unity in Diversity <p>EU-CONEXUS opens up opportunities to develop a role model of EUA.</p> <ul style="list-style-type: none"> › Automatic recognition of European Diploma 	<ul style="list-style-type: none"> › Website › Visual identity › Kick-off conference › Publications › Annual Stakeholders conferences › Final Dissemination Conference › Lobbying › Participation in EU-organised events
<p>Strategic international partners, networks, associations</p>		<ul style="list-style-type: none"> › Being recognized as a point of reference on SmUCS related topics. 	<ul style="list-style-type: none"> › To build international visibility and recognition. 		
<p>Stakeholders</p> <ul style="list-style-type: none"> › Local, regional, national, international organisations › Local, regional, national, international institutions › Local, regional, national, international businesses 	<ul style="list-style-type: none"> › 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. 	<ul style="list-style-type: none"> › 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. 	<ul style="list-style-type: none"> › 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. 	<p>EU-CONEXUS opens up opportunities for University - Industry cooperation.</p> <ul style="list-style-type: none"> › 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 <p>EU-CONEXUS opens up opportunities to stay competitive in your industry.</p> <ul style="list-style-type: none"> › 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 <p>EU-CONEXUS opens up opportunities for the exchange of good practices for developing coastal areas.</p> <ul style="list-style-type: none"> › Innovative problem-solving › Opportunities for Sustainable Economic Development › Regional adapted vocational training programmes › Commitment to sustainable implementation of regional policies <p>EU-CONEXUS opens up opportunities for better visibility</p> <ul style="list-style-type: none"> › Close university-industry cooperation › Promote national culture in Europe › Create interactions between ports › Raise societal awareness and responsibility on coastal areas challenges 	<ul style="list-style-type: none"> › Stakeholder Academy › Website › Social media › Publications › Annual › Stakeholders conferences

Target audience	Profile	Global Objectives Of EU-Conexus	Main Communication Objectives	Messages	Tools
Society	<ul style="list-style-type: none"> › Interested in environmental protection. › Socially Responsible. › Interested in global warming, climate change, sustainability issues. › Living in coastal areas. 	<ul style="list-style-type: none"> › 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. 	<ul style="list-style-type: none"> › 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 	<p>EU-CONEXUS opens up opportunities to improve the daily life of citizens.</p> <ul style="list-style-type: none"> › 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 <p>EU-CONEXUS opens up opportunities to bring innovations to your town.</p> <ul style="list-style-type: none"> › Coastal development and sustainable maritime tourism › New innovative sustainable solutions for coastal areas › Quicker sustainable business development on coasts 	<ul style="list-style-type: none"> › Website › Visual identity › Social media › Video › EU-CONEXUS days › EU-CONEXUS Festivals › National conferences › Public events › Online conferences
Prospective students	<ul style="list-style-type: none"> › 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. 	<ul style="list-style-type: none"> › 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. 	<ul style="list-style-type: none"> › 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. 	<p>EU-CONEXUS opens up opportunities to achieve more with a single choice.</p> <ul style="list-style-type: none"> › 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 <p>EU-CONEXUS opens up opportunities to build strong career foundations.</p> <ul style="list-style-type: none"> › 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 	<ul style="list-style-type: none"> › 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	<ul style="list-style-type: none"> › 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 infrastructure. 	<ul style="list-style-type: none"> › Attract best talents to European University working in SmUCS topic. 	<ul style="list-style-type: none"> › 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. 	<p>EU-CONEXUS opens up opportunities to international career and experience</p> <ul style="list-style-type: none"> › 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. 	<ul style="list-style-type: none"> › 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
<p>Students</p> <ul style="list-style-type: none"> › 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 	<ul style="list-style-type: none"> › 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. 	<ul style="list-style-type: none"> › 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. 	<ul style="list-style-type: none"> › 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 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. 	<p>EU-CONEXUS opens up opportunities to attend an innovative transnational study programme.</p> <ul style="list-style-type: none"> › 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. <p>EU-CONEXUS opens up opportunities to join the European University of the future.</p> <ul style="list-style-type: none"> › Student-centered curricula › Take advantage of Open Access initiatives › European inter-university campus Summer and Winter school › Cultural activities, sports events and festivals 	<ul style="list-style-type: none"> › Website › Student Board › Social media › Ambassador programme › Cultural and sports events and festivals › Online campaigns › Public events
<p>Researchers PhD Students Teacher-researcher Researchers</p>	<ul style="list-style-type: none"> › 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. 	<ul style="list-style-type: none"> › 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. 	<ul style="list-style-type: none"> › 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. 	<p>EU-CONEXUS opens up opportunities to be a part of an interdisciplinary research community.</p> <ul style="list-style-type: none"> › Centre of excellence for pedagogical innovations › Engagement in international research projects › Sharing good practices (pedagogy, research, management, etc.) <p>EU-CONEXUS opens up opportunities to be a key player of a focal point regarding Smart Urban Sustainable Coastal development.</p> <ul style="list-style-type: none"> › Be part of a recognized hub of expertise on Smart Urban Coastal Sustainability <p>EU-CONEXUS opens up opportunities for connection with the industry through Research.</p> <ul style="list-style-type: none"> › 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 	<ul style="list-style-type: none"> › Scientific conferences › PhD Weeks › Common activities of four EU-CONEXUS Research Institutes › RFS Newsletter
<p>Teaching Staff</p>	<ul style="list-style-type: none"> › Professionals looking for opportunities to advance their careers and expand their experience › Interested in SmUCS topic. 	<ul style="list-style-type: none"> › Strengthen cooperation and collaboration in teaching and creating joint educational offers between partner universities. 	<ul style="list-style-type: none"> › Promote level up teaching curricular through internationalization › Promote all EU-CONEXUS offers and opportunities for teaching staff. 	<p>EU-CONEXUS opens up opportunities to international career and experience</p>	<ul style="list-style-type: none"> › Website › Visual identity › Events
<p>Administrative Staff</p>	<ul style="list-style-type: none"> › Professionals looking for opportunities to advance their careers and expand their experience 	<ul style="list-style-type: none"> › Increase participation and collaboration into EU-CONEXUS activities 	<ul style="list-style-type: none"> › 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) 	<p>EU-CONEXUS opens up opportunities to international career and experience</p>	<ul style="list-style-type: none"> › 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 users favor 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](https://www.educations.com)
- › [masterstudies.com](https://www.masterstudies.com)
- › national portals (Study in Lithuania, Romania, Spain etc.)
- › [studyportals.com](https://www.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



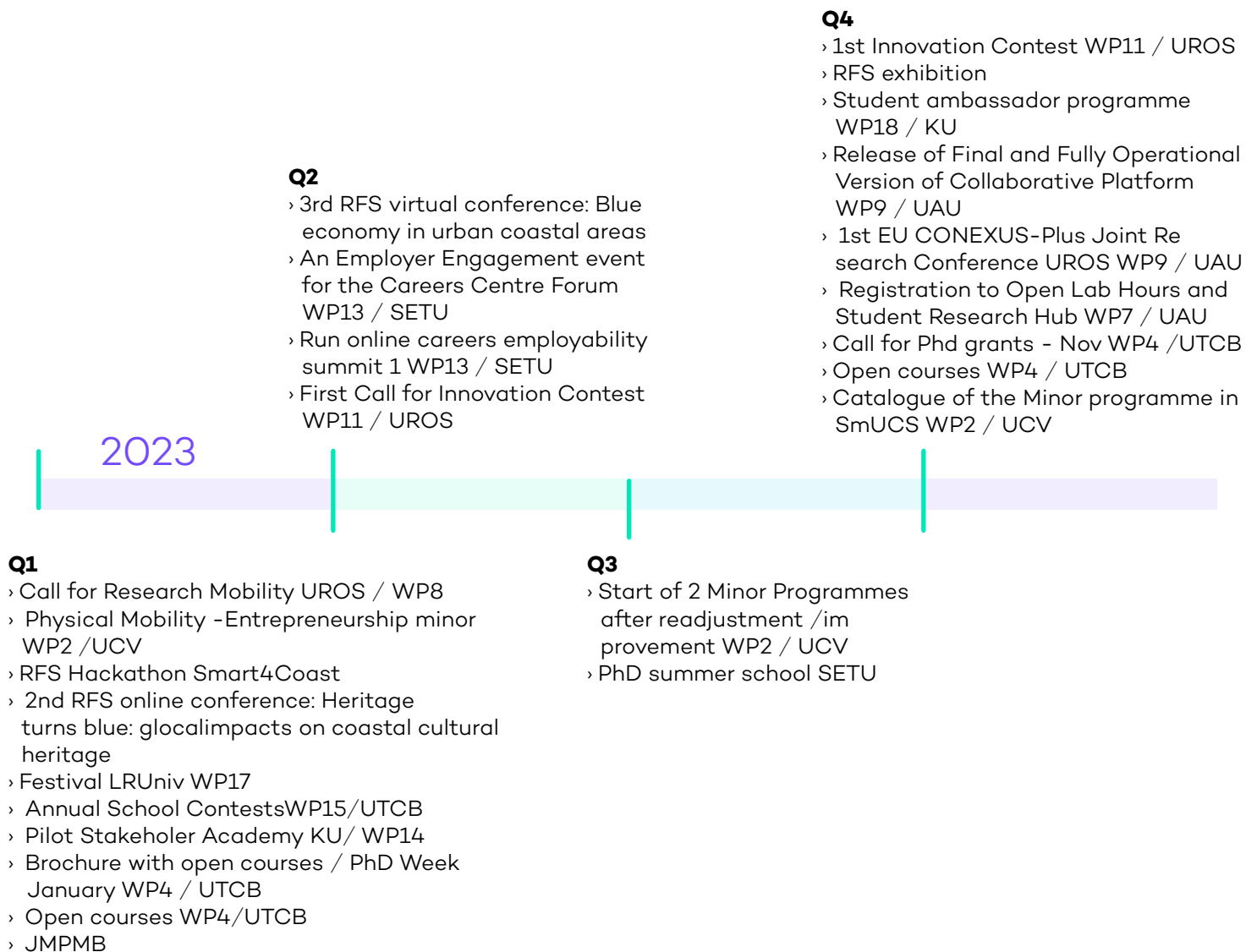
**Co-funded by
the European Union**

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.

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

Annex II: Timeline of events



Annex III



EU-CONEXUS European University for Smart Urban Coastal Sustainability

We open up opportunities to foster close cooperation between university, society and socio-economic partners, enabling smart solutions for developing coastal areas in a sustainable way.



We are a European University for Smart Urban Coastal Sustainability
9 partner Universities 18 associated partners

We create a European university which focuses on four core strategic missions: education, research, innovation and service to society.

We promote European values and identity by bringing together a new generation of European citizens

We are building the University of the Future focusing on European coasts

For students

We open up opportunities to enroll at one university and be a student of nine.

STUDENT-CENTRED UNIVERSITY:



International job offers and internships



Grants, scholarships and funds for student projects



Innovation contests



Open Lab Hours



Inter/multidisciplinary knowledge and flexible curriculum



Tackling global social and environmental challenges



International campus life



Cultural and artistic activities

Join:

ALUMNI CLUB

STUDENT AMBASSADOR PROGRAMME

CAREER CENTRE



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

A new form of flexible and interdisciplinary mobility

Multicultural classroom: professors and students from 9 countries

Recognition of credits and extracurricular learning in Diploma Supplement

Language Courses

Learn one of the EU CONEXUS partner languages



Leading industry experts who bring real-world professional experience to the classroom

Combined studies in at least 3 different countries

Erasmus Mundus scholarships that include tuition fees and a monthly grant of up to 1,400 EUR

Cutting-edge research in blue biotechnology



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

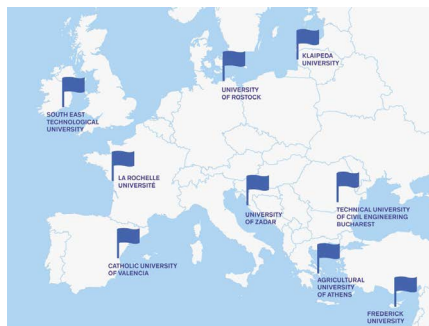
Industry needs-based study programmes and courses

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 students

899 study programmes at all levels

8035 staff

218 research units

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

Contacts:

eu-conexus.eu info@eu-conexus.eu

eu_conexus

EU-CONEXUS

EU-CONEXUS European University

eu_conexus

EU-CONEXUS

2023



Join EU-CONEXUS Students Ambassador Programme.

[Learn more](#)



Join EU-CONEXUS Students Ambassador Programme

[Learn more](#)



Join EU-CONEXUS Students Ambassador Programme.

[Learn more](#)





Joint Master in Marine Biotechnology



Minor Courses



Scientific Conferences



School Contest Think Smart Create Green



PhD Summer School

European University for Smart Urban Coastal Sustainability



For more information: www.eu-conexus.eu

@eu.conexus @EU_CONEXUS @eu_conexus @EU_CONEXUS

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



Training and Courses from license to PhD



Scholarships and Funded Mobility



Cultural and Sport Activities



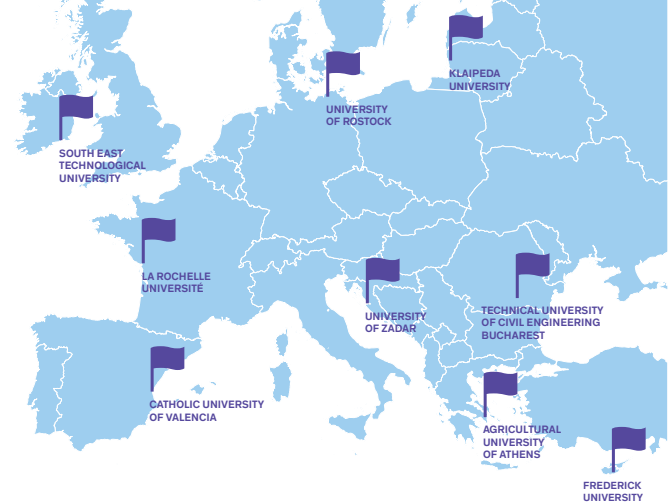
Virtual Learning Environment



Lifelong Learning Opportunities



International Job Offers and Internships



European University for Smart Urban Coastal Sustainability



For more information: www.eu-conexus.eu

@eu.conexus @EU_CONEXUS @eu_conexus @EU_CONEXUS

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



Click to insert logotype

Certificate of Attendance

NAME SURNAME

has participated in following online webinar organised by the Klaipėda 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

Public Institution, Herkaus Manto str. 84, LT-92294 Klaipėda, Lithuania, tel.: +370 46 398 900, 398 908, fax: +370 46 398 999, e-mail: klaipeda.university@ku.lt. Data collected and stored by the State Register of Legal Entities, Company Code: 211951150, VAT Identification Code: LT119511515