

# Strategic Outreach, Dissemination and Impact

WP9 in the Unite! E+ (2022-2026)

# Proposed Agenda

Tuesday, September 20			
Time	Topic	Presented by	Working documents (to be made available at UShare)
14:30 – 15:00	WP9	Ignasi and/or Christine	WP9 @ Torino (this presentation)
15:00 - 15:10	T1.6: Supporting implementation of quality cycles for key activities	<a href="#">Michelle Wallwitz</a> (TUDa) – TBC	
15:15 – 15:25	UNITE! strategy for societal outreach and involvement of citizens in R&I (WP7 in H2020)	<a href="#">Pia Schmitt</a> (KTH) – TBC	
15:30 – 15:45	Q & A	All	
15:45 – 16:30	Co-creation session	All	
16:30 – 17:30	SCT biz	Lourdes –TBC	
Wednesday, September 21			
9 – 10:30	SCT biz	TBC	
10:30 – 11:00	Wrap up	TBC	

# Unite! Key Objectives

WP9

1. Strategic long-term collaboration
2. Strong and inclusive community
3. Innovative teaching and learning opportunities
4. The Unite! trans-European campus



## Who are the targets and channels of Unite!

Targets	Management - governance	WP9 communication + dissemination	
	Unite! community	Partners' community	External community
Channels	<div>←</div> <ul style="list-style-type: none"> <li>The <b>building community</b> of Unite! or all direct contributors</li> <li>The <b>beneficiaries</b> of Unite!                             <ul style="list-style-type: none"> <li>Academic and Administrative staff</li> <li>Students (undergraduate, master and PhD)</li> <li>Alumni</li> </ul> </li> <li>Non-partner universities, other Alliances                             <ul style="list-style-type: none"> <li>Policy makers</li> <li>Industrial and companies stakeholders</li> <li>Media</li> <li>Citizen</li> <li>Prospective students (high school) and families</li> </ul> </li> </ul> <div>→</div>		
	Ushare Internal newsletter	Metacampus	Website Linking websites (partners) Social media EC channels Partners' channels

# WP9 in the new E+ (2022-2026)

## Outreach

implies an interaction between the sender and the receiver of the message, there is an engagement and a two-way communication

## Dissemination

making sure the project results are available to the scientific community, policy makers and industry – using specialized language prioritizing accuracy.

## Impact

Measuring the evolution of the alliance and its ecosystems as a tool for continuous improvement



# ***What?***

Description of tasks

## 9.1 – WP coordination and quality assurance

Task No.	Name	Description	Participants
9.1	WP coordination and quality assurance	Overall coordination of the tasks illustrated in this WP description and ensuring the quality of WP activities in accordance with Unite! Quality Management Manual.	UPC / TUDa  +All

## 9.2 to 9.5 – The Strategic Communication Team

Task No.	Name	Description	Participants
9.2	Overall strategic communication and dissemination	<p>Ensuring that the different dissemination and communication activities of Unite! evolve at similar rates, coordinating the communication and dissemination needs of other work packages, all partners and the alliance as a whole and coordinating the appropriate channels (e.g. website, PR, social media) for an effective communication and dissemination.</p> <p>Identification and definition of interfaces for the internal dissemination processes of each partner (together with the communication officers of each partner) and providing guidelines e.g. for the organisation of periodic meetings or internal progress reports, together with WP1.</p> <p>Definition of interface and cooperation with the Coordinator for Unite! Study offers in cooperation with WP5 to promote study offerings.</p> <p>For this task and to support all other tasks in WP9, two communication officers are employed at UPC to coordinate and design the strategic communication and dissemination for the whole alliance in a sustainable and structured way together with the communication officers of each partner who serve as funnel and contact point to the specific partner channels.</p>	<p>UPC / TUDa</p> <p>+All</p>



## 9.2 to 9.5 – The Strategic Communication Team

Task No.	Name	Description	Participants
9.3	Branding (identity consolidation and extension)	Consolidating the Unite! identity reflecting its values, activities and scope; tailoring the branding to embrace all new needs and activities of Unite! (projects, focus areas, accessibility, personal branding, etc.) to strengthen the Unite! identity both among the Unite! community and outside.	Wrocław Tech  +All
9.4	Preparing and distributing materials and contents	Defining shared and agreed messages for the general public, civil society and mass media, which will be deployed in a variety of formats and materials to be used by the Unite! Community; non-specialist and specialist publications, events for the general public (communication) and key target groups (dissemination to scientific communities, industrial stakeholders, national agencies, policy-makers, etc.), online promotions, mass media campaigns, promotional material.	INP-UGA/ Aalto  +All
9.5	Management of channels	Catalysing Unite!'s information to reach Unite!'s internal and external groups of interest, including press releases, e-newsletter, blogs, open doors, website, social media, leaflets, brochures, posters, booths, events etc.	TUG  +All

## 9.6 – Outreach activities

Task No.	Name	Description	Participants
9.6	Outreach activities	<p>Engaging a large audience, (local/regional communities, policy makers, other alliances, non-European universities and groups of interests, associated partners, etc.) through a two-way communication to bring knowledge and expertise on particular outcomes, paying special attention to multiculturalism and multilingualism issues, following the results of T4.2 and T4.3 and in cooperation with T5.7 and T6.1 to make interaction more effective.</p> <p>Outreach events are expected to take place in conjunction with Dialogues. They include co-creation sessions with target groups (e.g. prospective students in secondary school systems, senior citizens, etc.) addressing important issues such as implementation of SDGs, and steps and mechanisms of the digital and green transitions, among others.</p>	<p>KTH / PoliTO</p> <p>+All</p> <p>+AE <sup>(1)</sup></p> <p>+AP <sup>(2)</sup></p> <p>+Other</p>

<sup>(1)</sup> AE – Affiliated Entities

<sup>(2)</sup> AP – Associated Partners

## 9.7 – Exploitation and impact of results

Task No.	Name	Description	Participants
9.7	Exploitation and impact of results (Making the most of Unite!)	Demonstrating how the outcomes of the project are used by the partners and other stakeholders, providing measures which are valid during the project lifetime and beyond; creating roadmaps for each work package, following the pipeline Challenges → Objectives → Inputs → Activities → Outputs → Outcomes → Impacts, and evaluating the utilisation of results by and benefits to the Unite! Community and beyond (e.g. incorporation of best practice schemes across partner countries and teacher education providers, sharing knowledge, skills, data, etc.).	ULisboa + All

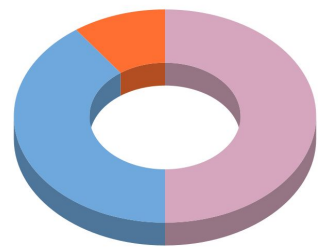
# WP9

	Activities		Channels	
	Comm	Diss	Comm	Diss
<b>Publications</b>	Non-specialized publications	Specialized publications	Press releases e-Newsletter News sites articles Blogs	Articles in specialized magazines and blogs
<b>Events</b>	Events for the general public	Stakeholder events	Open Doors Public talks	Market showcase B2B networking
<b>Online</b>	Online promotion	Online disclosure of results	Generalist website Social media	Online repository of results Social media
<b>Meetings</b>	Two-way exchanges with citizens	Stakeholder engagement	Citizens blogs Prizes Photo contest Surveys Interviews	Feedback sessions Industrial events Training sessions
<b>Media</b>	Mass media campaign	Presentations in conferences	Newspapers Local TV Radio	Conferences, workshops and seminars
<b>Materials</b>	Promotional material	Conferences Proceedings	Leaflet Brochure Poster	Publication of proceedings

From:  
Leitat (2018) [Communication vs. Dissemination: What's the Difference?](#) [Retrieved 12-January-2022]

# WP9

● Dissemination ● Outreach ● Impact

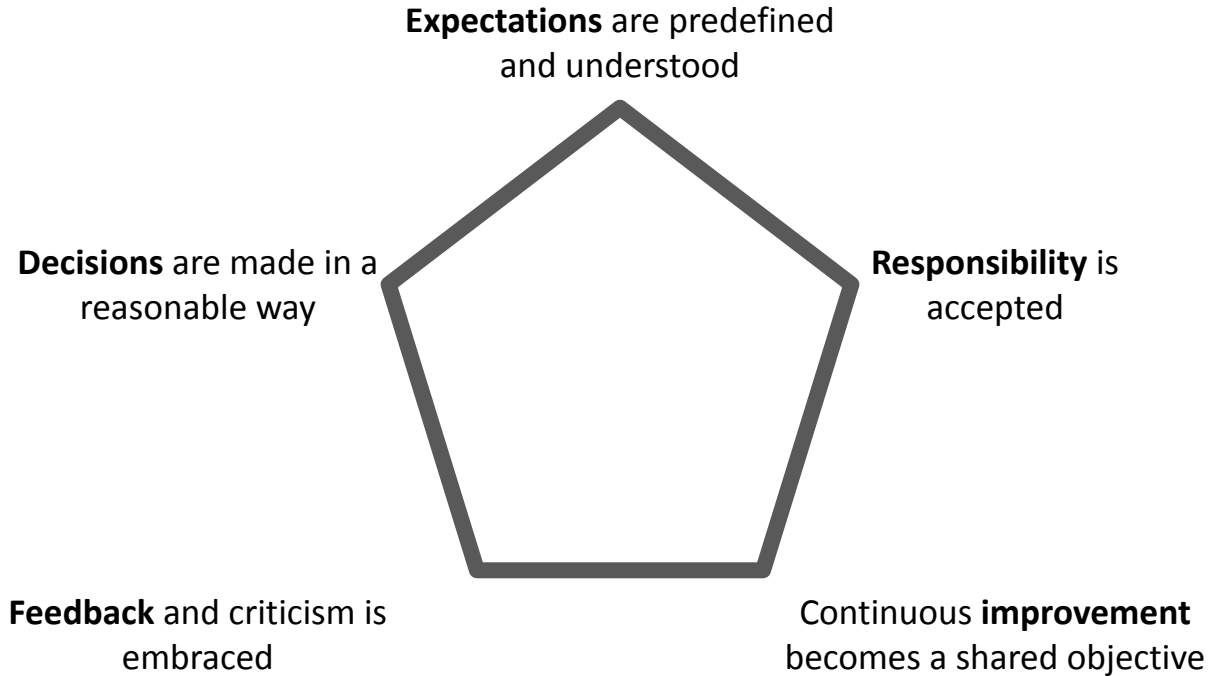


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# ***How?***

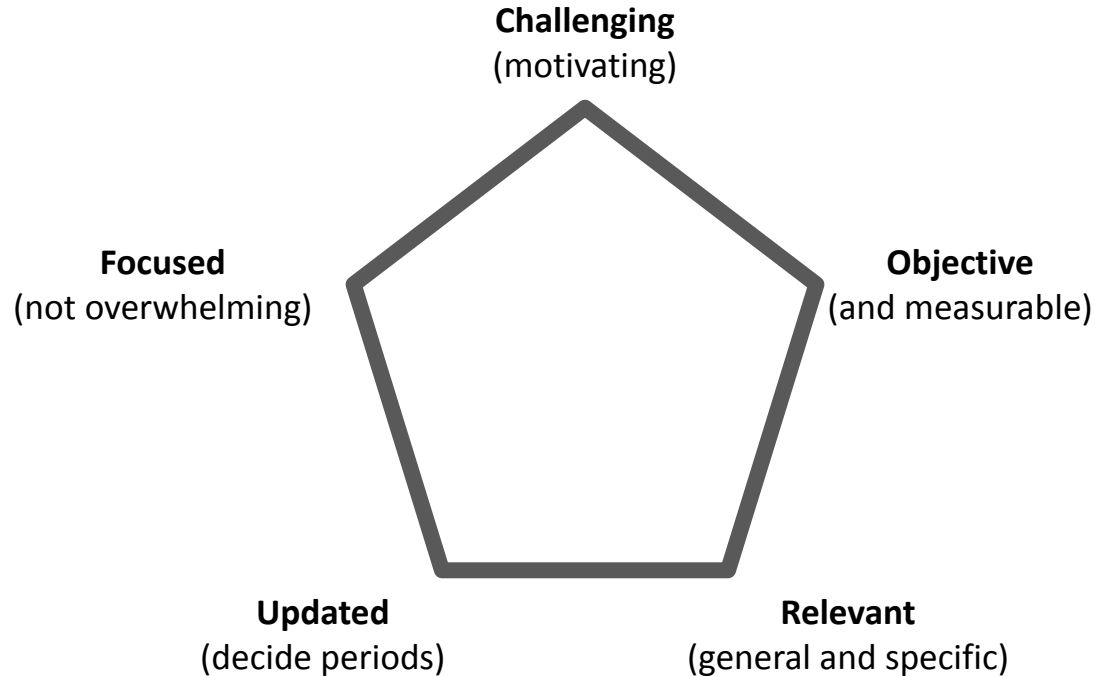
Accountability, Goal-oriented, Group interaction and work flow

# Principles of accountability



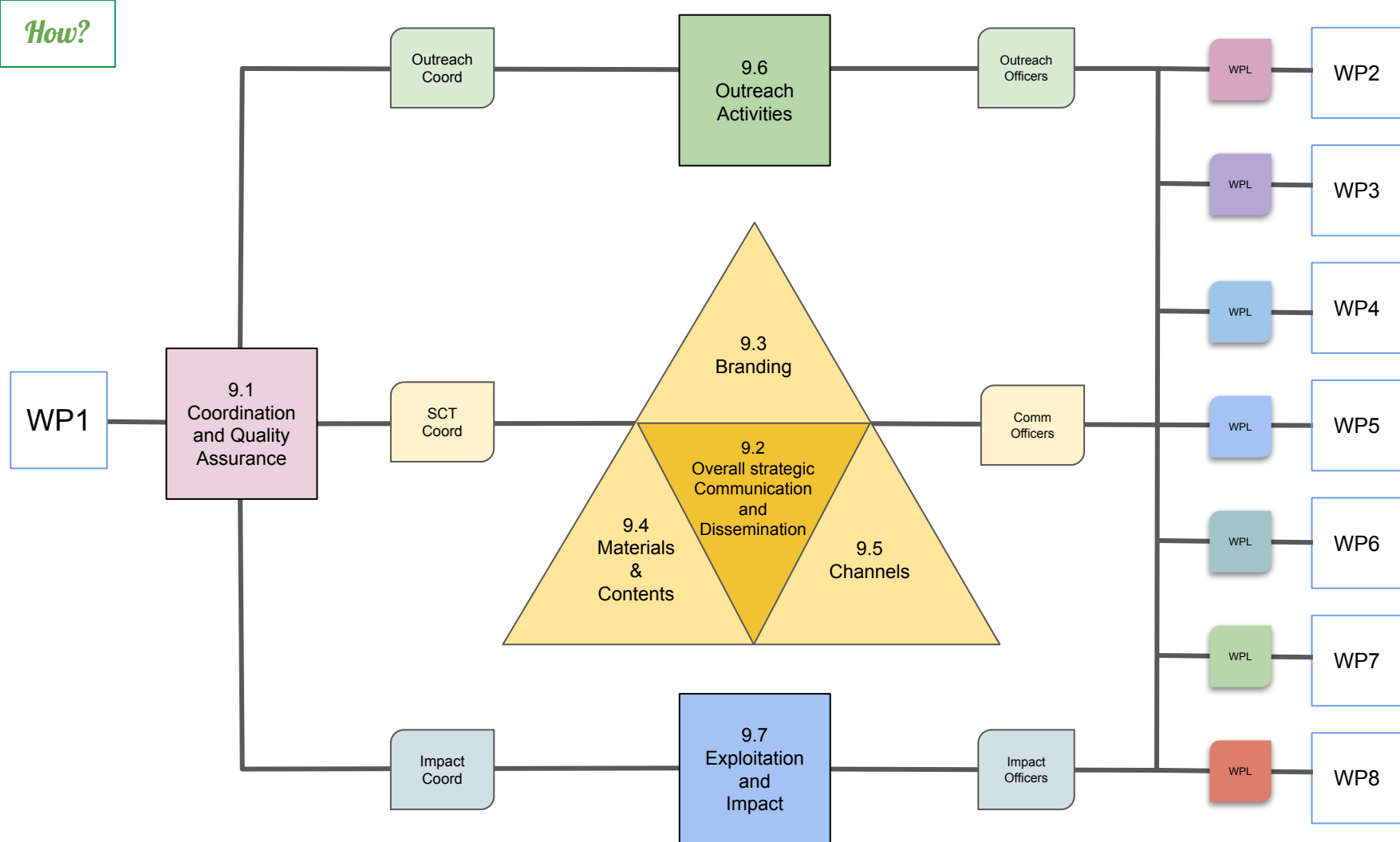
Complement with appropriate measures and records in place to be able to demonstrate compliance

# Goal-oriented





*How?*



***Who?***

Key staff

# Key profiles

<b>Chief Comms Officer (COO)</b>	Liaison between the SCT and the other working groups and serves as deputy coordinator of the work package	UPC
<b>Communications Officer (CO)</b>	Contribute to writing, editing, and distributing content, including publications, press releases, website content, annual reports, speeches, and other material that communicates the activities, products and/or services of the alliance; Serve as CP for in his/her/their institution	1 per institution
<b>Assistant Communications Officer (ACO)</b>	Offer assistance to COs and vision of the student communities on communication and dissemination activities. Typically undergraduate and/or MSc students, with a desirable commitment of 1 year	TBD (under supervision of respective CO)
<b>Communications Technical Staff (CTS)</b>	Help COs in the technical aspects of the communication, dissemination and outreach activities. Proficiency in design, publishing, and community management of social networks.	UPC
<b>Webmaster (WM)</b>	Manages and maintains Unite!'s webpage and uShare.	TUDa
<b>Outreach Officer (OO)</b>	Adapts the contents of the main results from all work packages (especially WP2, Digital Campus; WP7, PhD education; and WP8, Green Transition) to specific needs by stakeholders and key target groups (secondary school students; senior citizens; special interest groups, etc.)	1 per institution
<b>Assistant Outreach Officer (AOO)</b>	Offer assistance to outreach officers and participate actively as role models in the outreach activities to selected groups. Typically PhD students, with a desirable commitment of 1-2 years	TBD (under supervision of respective OO)



Prepared by Grant Writing Team. Review and submit to Secretariat before 15 of September, 2022 → Basis for KLO's nominations

*Consolidation of an Outreach Team (OO and AOO) and Impact Advisory Group expected before the end of 2022, to become fully operational by spring 2023.*

# ***When?***

Main milestones and deliverables

# WP9 at a glance

