

EUt+ ACCELERATE

European University of Technology (EUt+): Accelerate phase

Deliverable D21

Strategic dissemination and communication plan

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Foreword to deliverable 11.3

This deliverable presents a version of the DEC plan, which is subject to regular amendments. Updated versions will be made available on the univ-tech.eu website.

While dissemination, exploitation, and communication activities are essential to ensure the impact of any project, they are particularly crucial for the development of EUt+ as an initiative.

Within academic communities, deeply ingrained professional cultures can often shape institutions and their evolution more profoundly than laws and regulations. Alliances like EUt+ are political impact initiatives, addressing national regulations, reinforcing the European convergence process, and ultimately driving changes in professional cultures. This transformation will occur when academic communities and stakeholders embrace its feasibility and desirability.

In this context, for example:

- + **Dissemination** is essential, as it facilitates the sharing of developments, thereby challenging existing practices within academic communities, overcoming resistance, and demonstrating what is possible.
- + **Exploitation** is necessary because our alliances, and EUt+ in particular, do not seek to remain isolated entities. Instead, we aim to play a pioneering role in a transformation that should benefit the wider academic community.
- + **Communication** enables us to engage academic communities in reflection and encourage their active participation in the changes fostered by EUt+ and all alliances.

Just as a strong professional culture drives academic activities, the implementation of dissemination, exploitation, and communication activities cannot be the product of a sole managerial process. It requires the development of a supportive and collaborative professional culture.

This DEC plan is based on several years of internal development, stakeholder communication, inter-alliance collaboration, and advocacy with policymakers and decision-makers. It is a dynamic document that will continue to evolve alongside the ongoing development and organization within the Alliance.



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Introduction

The European University of Technology (EUt+) alliance is a collaboration of nine leading technological universities across Europe that aims to reshape higher education through innovation, inclusivity, and integration. The project partners include the University of Technology of Troyes (UTT), Darmstadt University of Applied Sciences (h_da), Riga Technical University (RTU), Technological University Dublin (TU Dublin), Technical University of Sofia (TUS), Cyprus University of Technology (CUT), Technical University of Cartagena (UPCT), University of Cassino and Southern Lazio (UNICAS). Founded in 2020, EUt+ seeks to develop a unified European model of technological education by offering European degrees, fostering long-term physical mobility, and promoting effective multilingualism. EUt+ emphasizes sustainability, interdisciplinary research, and a human-centred approach foregrounding European values such as diversity, collaboration, and equity.

As EUt+ is still under development and its strategy is being implemented, the communication approach is also evolving. EUt+'s initial focus on communicating the project's objectives, ambitions, and early achievements will gradually transition into a well-defined institutional communication strategy. This strategy will primarily centre on disseminating results that are usable by other alliances and institutional policymakers.

Through our achievements, we aim to demonstrate that high ambition is both achievable and essential. We want to show that what hasn't yet been done is not necessarily impossible. We believe that Alliances should challenge each other to deliver the most ambitious and transformative results possible.

Background

This document outlines the Dissemination, Exploitation, and Communication (DEC) Plan for EUt+ in its second phase "ACCELERATE". It describes in detail the wide range of dissemination, exploitation, and communication activities tailored to various groups of stakeholders ranging from academic partners and students to policymakers and experts.

The specific dissemination activities described in the DEC plan are aligned with the goals of the project for each individual target group to maximise the reach and impact of the project results. Internal communication activities are not within the scope of this DEC Plan. Capacity building and training measures are addressed through internal guidelines.

Objectives

The aim of this deliverable is to provide a comprehensive overview of the dissemination and communication activities to be implemented during the EUt+ Accelerate project and beyond to reach several target groups for maximal project exploitation, impact, and visibility. The dissemination and communication measures described in the DEC plan will help EUt+ Accelerate reach maximum impact by communicating key messages and making project outputs available to relevant stakeholders and target groups.

The main objectives of the DEC Plan and the activities described therein are as follows:



- ⊕ To build an awareness about the EUt+ alliance as the university of technology of the future;
- ⊕ To maximise the impact of the project;
- ⊕ To provide a detailed overview of communication, dissemination, and exploitation channels and activities used to reach specific project goals;
- ⊕ To create easy access to concrete project outputs for interested stakeholders and target groups.

Structure of the document

The first section of this document describes the core messages and key facts about EUt+ Accelerate to be communicated through various channels based on the project's goals. The project's main impacts are linked to specific target groups and effective communication is ensured through both tailored messaging and the use of the most appropriate communication channels as explained in subsequent sections of the DEC plan. The document explains the main principles of the project's visual identity and the brand book created for EUt+ used both in the first and the second phases of the project. The following section discusses the target groups in detail vis-à-vis the project's impact, main outputs, and value propositions.



1. Initiative goals and needs

The EUT+ Accelerate DEC plan has been developed by foregrounding the strategic goals of the project through which specific channels and activities are subsequently mapped, organized, and implemented accordingly. By first outlining goals and the desired impact on specific groups of stakeholders, the DEC plan pinpoints the most relevant channels and activities to designate the most appropriate actions for either dissemination, communication, or exploitation purposes. The main goals addressed by the DEC strategy of EUT+ Accelerate are linked to increased visibility and awareness of the alliance among various stakeholders such as prospective students, policymakers, researchers, potential industry partners, other European University Alliances and HEIs. The goals of EUT+ are addressed in more detail in the following subsection, 1.1.

To meet the communication, dissemination, and exploitation goals of EUT+, the most appropriate channels have been selected for the specific target groups identified. Aligning the communication and dissemination channels and tools with specific goals ensures a more effective transmission of information relevant to stakeholder groups. An informative, non-exhaustive overview of some of the selected channels for reaching the project target groups can be found in [table 1]. A more detailed description of each target group and a breakdown of the chosen channels for dissemination is provided in the subsection 1.2. The effectiveness of each communication and dissemination method is assessed through channel indicators linked to each channel, tool, or method as can be seen in the table below. Regular monitoring of the indicators will reveal what is working well and the level of commitment of Members, in addition to areas for growth and improvement.

Table 1 – Non-exhaustive overview of the selected channels

#	Channel	Method	Channel indicators	Target group	D	E	C
A	Advocacy activities	Meetings with political representatives, MNP, MEP, decision makers, EC	+ # of political representatives reached and engaged	Policymakers			X
B	Participation in thematic European associations or informal groups	Active participation to share results and experience	+ Effective partnerships, joint activities + Presentations and materials provided + Best practices and lessons learned exchanged	Institutional partners, other alliances or universities networks, policymakers	X	X	X
C	Organizing, co-organizing or participating in symposiums,	Engaging with stakeholders through presentations of	+ # of symp./conf./work. organized or co-		X		X



	conferences, workshops, forums, etc. events	achievements; experience exchange; discussions; providing information on EUt+ activities	organized, with # of participants + Establishing new contacts, partnerships + Joint activities			
D	Scientific publications, book chapters	Publishing scientific papers on the EUt+ activity and results (as a transformative project)	+ # of publications associated with impact factor + citations		X	
E	Provision of global documents	Whitepapers, one-pagers, tutorials...	+ # of resources downloads on the EUt+ website		X	X
F	Thematic/professional social media (European level)	Social media posts on centralized EUt+ platforms like LinkedIn and Twitter/X to communicate EUt+ achievements and news	+ Stakeholder engagement (# of views, engagement rate) + audience feedback (# of likes, comments, shares) + click-through rate (CTR)	Policymakers at the EU level; institutional partners		X
G	Thematic/professional social media (National level)	Social media posts on local partner institution LinkedIn, Twitter/X accounts in national languages to communicate information relevant to national, regional, and local stakeholders in partner countries		National policymakers; institutional partners		X
H	General social media, European level	Posts on centralized EUt+ social media platforms like Instagram/Facebook, Twitter/X, LinkedIn to communicate news, updates, and		Students; general public		X

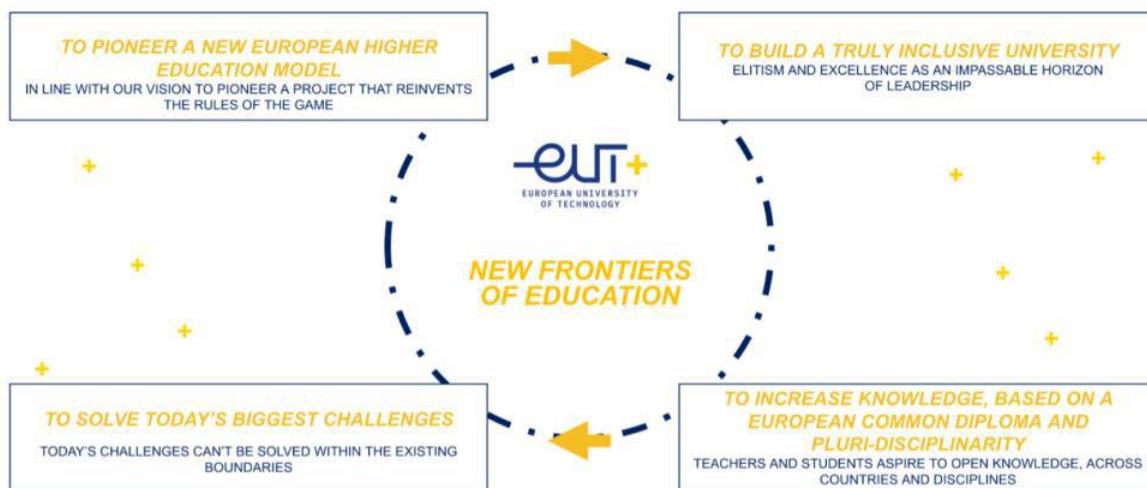
		information on EUt+ activities to a wider audience				
I	General social media, National level	Posts on partner social media platforms like Instagram/Facebook, Twitter/X, LinkedIn provided in national languages to communicate news, updates, and information on EUt+ activities to an audience of local stakeholders		Students; local communities		X
J	International fairs	EUT+ participation in educational fairs such as APAIE, NAFSA, EAIE...	<ul style="list-style-type: none"> + # of participants/attendees engaged with + leads collected + follow-up engagements + program interest trends + new collaborations generated 	Students; institutional partners		X
K	Local press release	Transmitting information to local news media outlets on notable EUt+ activities and impact most relevant to local communities in languages	<ul style="list-style-type: none"> + # of media outlets published + Call-to-action responses + Stakeholder interactions 	Local communities; CSOs		X
L	National press release	Transmitting information to national news media outlets on notable EUt+ activities and impact in languages to reach a broader		Industry partners; CSOs; general public		X

		audience of stakeholders				
M	European/int. press release	Transmitting information to news media outlets at the European level on EUt+ achievements and impact on a larger scale	<ul style="list-style-type: none"> ✚ Stakeholder interactions ✚ Call-to-action responses 	Policymakers; industry partners; institutional partners		X
N	EUT+ website	Easily accessible information and resources published on the EUt+ website, organized by themes and topics to reach specific target groups	<ul style="list-style-type: none"> ✚ Most viewed pages ✚ Download rates for resources ✚ Call-to-action (CTA) metrics (newsletter subscriptions, inquiries sent) ✚ Search Engine Optimization (SEO) metrics 	Students; institutional partners; industry partners	X	X
O	EUt+ newsletter	Regularly publishing content relevant to EUt+ in a digital newsletter	<ul style="list-style-type: none"> ✚ Subscriber growth rate (over a quarter, year) ✚ CTR rate 	Students; institutional partners; industry partners		X
P	Informational sessions/events	Hosting and participating in face-to-face and online national, regional, and local informational events as well as centralized EUt+ events to inform students and staff about EUt+	<ul style="list-style-type: none"> ✚ Registration rate ✚ Attendance ✚ Interaction rate and quality ✚ Participant feedback 	Students; staff		X
Q	Intranets and mailing lists	Publishing information internally to staff and students through local partner intranet systems and mailing lists to deliver news and	<ul style="list-style-type: none"> ✚ Active users ✚ Most accessed pages or sections 	Staff; students		X

		updates about EUt+					
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1.1. Main communication goals of EUt+ Accelerate

The European University of Technology (EUt+) alliance unites nine technological universities across Europe with the primary mission of becoming the technological university of the future. As shown in the image below, EUt+ is at the new frontiers of higher education in Europe with the aim of pioneering a new higher education model with a human-centred approach that fosters inclusivity and diversity while striving to solve pressing global challenges such as climate change through inter- and pluri-disciplinary methods. At the helm of this mission is the EUt+ goal to implement the common European Degree in Engineering across its nine partner institutions. These goals cannot be reached without successful communication and dissemination of the project's achievements to key stakeholder groups. The project's major outputs and achievements must be made available to stakeholders like the academic community and industry partners for exploitation purposes to extend their reach beyond the limits of the project lifespan, ensuring EUt+ investment in Europe's future.



The tables below summarize how the main communication, dissemination, and exploitation goals of EUt+ are divided into three sections based on the desired impact of the project vis-à-vis specific target groups. This thematic division of goals, communication strategies, and the groups most impacted helps to recognize the different aspects of EUt+ identity.

Table 2.1 – Policymakers and regulators – **EUt+, Trusted Pioneer in European higher education**

Goal	Key message	Communication/ dissemination/ exploitation channels	Target group(s)
Promote EUt+ as the main actor for developing and implementing the European Degree by transforming the national curricula	EUt+ is leading the way in shaping the European Degree by harmonizing educational standards, fostering mobility, and delivering innovative, multilingual, and interdisciplinary programs that reflect the values and ambitions of a united Europe.	<ul style="list-style-type: none"> ⊕ Advocating and lobbying activities ⊕ Participation in thematic European associations ⊕ Symposia, conferences, workshops, etc. events ⊕ Scientific publications ⊕ Provision of global documents ⊕ Thematic/professional social media, European level ⊕ Thematic/professional social media, National level 	
Advocating for EUt+ interests	EUt+ is a reliable and innovative European Alliance that delivers impactful, policy-aligned solutions for education, research, and societal challenges, advancing Europe's strategic objectives.	<ul style="list-style-type: none"> ⊕ Advocating and lobbying activities ⊕ Scientific publications ⊕ Provision of global documents 	Policymakers and regulators (at the national, regional, and European levels)
Promoting the change that technological education needs in Europe	Europe must make significant investments in education and pedagogy of technology: this is essential to maintain our competitive edge globally, bolster our economy, and safeguard our social model and values.		
Raising the profile of EUt+ to foster its inclusion in national, regional, and EU-wide initiatives, projects, etc.	EUt+ represents a unified voice for innovation and excellence in European higher education, driving forward policies and initiatives that strengthen the integration of technological education, enhance mobility, and promote the values of	<ul style="list-style-type: none"> ⊕ Participation in thematic European associations ⊕ Symposia, conferences, workshops, etc. events ⊕ Scientific publications ⊕ Provision of global documents 	



	sustainability, inclusivity, and collaboration across Europe.	
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Table 2.2 – The Student and Academic communities – EUt+ Elevating Your Potential

Goal	Key message	Communication/ dissemination/ exploitation channels	Target group(s)
Attract ambitious students	EUt+ offers a new model of education in technology that empowers citizens and impacts society to build a powerful Europe. The innovative programs available to students at EUt+ are designed to address modern societal challenges by integrating technology with sustainability, ethics, and human-centered approaches.	<ul style="list-style-type: none"> ⊕ General social media, European level ⊕ General social media, National level ⊕ International fairs 	Prospective students
Increase long-term physical mobility	Students and staff have the opportunity to gain multicultural experiences through mobilities at the nine EUt+ partner institutions. Mobility is at the heart of EUt+. It enriches academic and professional profiles of students and staff.	<ul style="list-style-type: none"> ⊕ General social media, European level ⊕ General social media, National level ⊕ EUt+ website ⊕ EUt+ newsletter ⊕ Info sessions (internal/external) ⊕ Info campaigns (internal/external) 	Prospective and current students; Academic and administrative staff
EUt+ as a key partner within the network of other European University alliances	EUt+ is a reliable and valuable partner for inter-alliance collaboration projects and initiatives. EUt+ has a wealth of knowledge, experience, and know-how to offer to academic partners.	<ul style="list-style-type: none"> ⊕ Participation in thematic European associations ⊕ Symposia, conferences, workshops, and other events ⊕ Scientific publications ⊕ Provision of global documents ⊕ EUt+ website 	Academic partners, European Alliances

Foster open science initiatives	<p>EUt+ supports open access to research and strives to make data and knowledge more transparent and accessible for all. Open science is key to improve the efficiency, inclusivity, and societal impact of research.</p>	<ul style="list-style-type: none"> ⊕ Open access repositories (EUt+ OpenAIRE) ⊕ Webinars ⊕ EUt+ website ⊕ EUt+ newsletter 	Academic partners, European Alliances
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Table 2.3 – Direct stakeholders – **EUt+, the Game-changer**

Goal	Key message	Communication/ dissemination/ exploitation channels	Target group(s)
EUt+ as a driving force toward multiculturalism, inclusivity, and European values	EUt+ integrates societal needs into its educational framework with a focus on human-centred principles, emphasizing multiculturalism, a strong European ethos, and the importance of engaging with diverse stakeholders.	<ul style="list-style-type: none"> ⊕ EUt+ website ⊕ Info campaigns (internal/external) ⊕ General social media, European level ⊕ General social media, National level ⊕ International fairs 	Prospective and current students; Academic and administrative staff
Boost research and innovation and cultivate strategic partnerships with industry to drive R&D	<p>EUt+ is a key collaborator in research that addresses significant global challenges. EUt+ aims to build connections with industry partners in order to solve technological challenges and have long-standing relationships with key economic stakeholders. These partnerships with economic, social, and industrial partners within local and regional research and innovation ecosystems are used to promote intersectoral mobility, technology and knowledge transfer.</p>	<ul style="list-style-type: none"> ⊕ EUt+ website ⊕ Symposia, conferences, workshops, and other events ⊕ Thematic/professional social media, European level ⊕ Thematic/professional social media, National level 	Industry partners; Prospective and current students; Researchers and educators at partner HEIs.
Enhance the visibility and	Through the support of EU funding, EUt+ is able to drive	<ul style="list-style-type: none"> ⊕ EUt+ website ⊕ Local press release 	Academic community,



recognition of European initiatives and projects	innovation by collaborating with academic and industry partners across Europe , bringing together expertise in research to deliver transformative initiatives and projects that address societal challenges, promote European values, and shape a sustainable future for all.	<ul style="list-style-type: none"> ⊕ National press release ⊕ Thematic/professional social media, European level ⊕ Thematic/professional social media, National level ⊕ General social media, European level ⊕ General social media, National level. press release ⊕ Provision of global documents 	HEIs, General public.
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1.2. Main target groups and value propositions

Because EUt+ spans nine different countries, there are many target groups to be reached through EUt+ communication, dissemination, and exploitation channels. Each target group has its particular needs and interests of what they would expect from EUt+ communication. These needs must be carefully examined and understood in context for communication efforts to succeed; therefore, the DEC channels, methods, and messaging are tailored to meet their needs. The target groups are defined below in detail, considering the distinct value proposition of EUt+ for each one as well as the channels and modes of communication chosen to reach the stakeholders.

1.2.1. Policymakers

European institutions influence funding and policy directions and set strategic priorities at the European level and with strong influence at the national level, too. It is crucial for EUt+ to communicate its progress to EU institution stakeholders not only for project reporting purposes to the European Commission but to ensure the visibility of EUt+ achievements and future goals to foster better understanding and long-term support.

For the stakeholders within this target group, it is important to see the impact that EUt+ has on solving global societal challenges, advancing EU priorities in higher education, and providing contributions to European competitiveness through groundbreaking research and industry collaboration. The stakeholders are interested in how EUt+ drives structural change and acts as a catalyst for innovation in education and research across the European Union. As such, EUt+ is expected to serve as an ambassador for European transformation and endeavour on the global stage. In addition to this, as a project co-funded by the EU, it is also expected to demonstrate compliance with the rules and objectives of EU funding programs from which it benefits. EU institutions value the visibility of project results and outcomes; through its communication strategy, EUt+ must showcase the tangible outputs



directly enabled by EU funding. By utilizing communication and dissemination channels such as whitepapers, policy briefs, and case studies and through conferences, discussion panels, and forums EUt+ will actively engage with policy stakeholders, European Commission bodies, EU Parliament members, Permanent representatives and national authorities to communicate the aforementioned points of interest.

National, regional, and local legislators and policymakers. As key stakeholders that influence higher education policies, funding, and regulations within their respective countries, these actors will impact the further development of EUt+. Tailoring communication to address the specific needs of this target group is critical for fostering support and alignment with EUt+ objectives. For national, regional, and local legislators, it is important that EUt+ demonstrate alignment with national priorities, support national policy goals, and align with country-specific education, research, and innovation strategies in each of the nine partner countries. EUt+ must communicate how it contributes to regional development, addressing economic, social, and cultural challenges. EUt+ will be focused on showing how the institutional partner involvement in the alliance strengthens the national competitiveness of the partner countries, enhances and transforms the global standing of their national higher education systems, and benefits local communities by delivering measurable societal and economic impacts, such as improved access to education, skill development, and job creation. In addition, the emphasis on student and staff mobility within EUt+ increases opportunities for citizens of the partner countries to gain international experience while enhancing institutional capacity at partner institutions. Finally, by clearly communicating the outputs of the project, EUt+ can verify the efficient use of public funds, providing assurance that EUt+ initiatives maximize the return on investment for public resources. To reach these communication targets, EUt+ will use whitepapers, policy briefs, and direct engagement opportunities with the target groups such as forums, roundtables, and other events organized by Ministries of Education, National Agencies, and other stakeholders.

1.2.2. Students

To discover EUt+ and the opportunities it offers, both prospective and current students require clear, easily accessible, and well-organized information, which is at the same time tailored to their interests that differ by degree level and program. For **prospective students**, the reputation of the individual partner institutions within EUt+ and the alliance as a whole will inform their decision-making process when choosing where to pursue their studies. It is therefore crucial that EUt+ communicate the added value and opportunities it offers to students at all partner institutions clearly and succinctly. Prospective students will benefit from communication that inspires, builds awareness of EUt+, and highlights its unique advantages. Social media outreach through commonly used tools within the prospective student target groups like Facebook, Instagram, Twitter/X, and LinkedIn among others is poised to address these needs within the EUt+ communication strategy.

The initiative website (univ-tech.eu) serves to provide more detailed information on the opportunities students stand to benefit from through EUt+. Such information includes



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details on the European Degree, mobility programs at the core of EUt+, industry collaborations, and student success stories. What sets EUt+ apart is its ethos, prioritizing environmental responsibility and alignment with global sustainability goals. In this way, EUt+ reflects the ethical and social priorities of students who are increasingly looking for responsible degree programs that address global challenges.

As one of the main appeals of EUt+ lies in its international and multicultural framework, prospective students should be able to easily locate information on the benefits of pursuing their degree within the different cultural contexts of each EUt+ campus (i.e. partner institution). The importance and benefit of developing a nuanced, global perspective through an immersive multilingual educational experience will be communicated to students through information campaigns that involve current student perspectives and experience stories through social media channels, the initiative website, international educational fairs, and open-day events at partner institutions. To address the student need for an inclusive and supportive academic community, students must receive assurances that EUt+ is working toward fostering diversity, equity, and inclusion. Making EUt+ achievements in the EDI area visible through channels such as the EUt+ website (univ-tech.eu) will build trust with students.

Prospective students would be interested in the innovative programs at EUt+ that incorporate cutting-edge research, technology, and interdisciplinary approaches. Information on initiatives like the EUt+ Technology, Education, and Design School provided through channels like the EUt+ website, newsletter, and informational events can help students discover EUt+ as a pedagogical innovator. Prospective students would also be interested in information about skill development for emerging industries and addressing global challenges (e.g. sustainability, digital transformation) that EUt+ targets through its unique program offerings and initiatives. Information on EUt+ programs is available through the project website and links to this information are communicated through both EUt+ and individual partner-institution social media channels to reach a wide audience.

While **current students** at EUt+ member institutions will also benefit from the information directed at prospective students such as details on available programs, industry cooperation networks, and mobility opportunities, the communication tailored to this target subset must provide actionable guidance and resources for navigating their current educational journey. Current students will be invested in communication on ongoing initiatives and opportunities within EUt+ that they can readily benefit from. Such information is communicated through local institutional communication channels such as websites of the EUt+ partner institutions as well as mailing lists, intranets, and newsletters.

One of the main EUt+ communication priorities for current students is to promote a sense of belonging to the alliance to shift from a student identity solely grounded in the individual member institution to one encompassing an EUt+ student identity as well. To maximize their experience, students must feel integrated into EUt+ like they are a part of the larger community that spans the nine partners. Student engagement within EUt+ will be addressed through a showcase of the EUt+ academic community, the available support systems and resources, and through highlighting the long-term benefits of being an EUt+ student. To help achieve this goal, the alliance will use communication that addresses students' academic, social, and career-related needs. EUt+ will use such communication channels like



institutional intranets of the partners, partner and EUt+ social media channels as well as various direct engagement methods such as local campus events, academic advisors, and peer networks.

EUt+ is focused on disseminating information on various forms of mobility opportunities within the alliance to boost student participation. This includes information on credit recognition, mobility maps, and the step-by-step process that is easily accessible and easy to navigate within local partner websites and the EUt+ webpage.

1.2.3. Staff

The staff at EUt+ partner institutions represent an essential target group for communication efforts, as they are directly involved in implementing the EUt+ initiatives and fostering its success. The communication needs and expectations of internal staff are centred around understanding, engagement, and support to be able to effectively contribute to the alliance. Since EUt+ is a complex project, it is important that internal communication make it easy for staff to find information on EUt+ goals and objectives and that communication efforts promote a clear understanding of EUt+'s mission, vision, and strategic priorities, including how it aligns with staff roles at the partner institutions. Staff require communication that connects EUt+ initiatives to their specific responsibilities, for example, administrative staff requires clear instructions connected to inter-university coordination and managing EUt+ and related projects while researchers need access to wide EUt+ networks and tools for collaboration. The everyday operational communication for staff directly involved in EUt+ activities is ensured through the internal consortium platform powered by [Whaller](#). The collaborative platform is accessible for members through agora.univ-tech.eu; it provides guidelines for internal processes, policies, and timelines related to EUt+ initiatives and activities. The communication is divided by working groups and thematic areas related to specific project tasks.

For internal staff that is not involved in EUt+ activities through the consortium platform, pertinent information regarding mobility programs; curriculum alignment between members; teaching innovation; research collaboration, funding and professional development opportunities is supplied through intranets and newsletters of the individual consortium member institutions. To ensure that staff have access to relevant information to actively contribute to EUt+, besides the use of local intranets and departmental communication channels at the member institutions, EUt+ hosts dedicated staff weeks, workshops and offers training options to assist with various aspects of implementing the project and expanding collaborative networks within the consortium.

It is important for staff to feel that their work within EUt+ enhances their professional reputation. Communication about career development and advancement opportunities that staff have access to through EUt+ initiatives that enhance their professional profiles is communicated internally through available networks and channels such as departmental newsletters, mailing lists, and local information events. The available support for internationalization like guidance on participating in staff training exchanges, teaching mobility opportunities, or joint research across EUt+ institutions is communicated through



dedicated sections on partner institution websites, through intranets, newsletters, and during locally organized online information sessions and workshops.

1.2.4. Institutional Partners

Institutional partners like higher education institutions (HEI) and other European Alliances constitute important actors for collaboration with EUt+. The academic community at large, educational associations and organizations are also targets to be reached through EUt+ communication activities.

As the goals of European University alliances are closely aligned, it is essential to foster collaboration, sharing of knowledge and best practices between EUt+ and other European University alliances, particularly those also focused on technological fields. EUt+ must communicate and disseminate information on project outputs and activities to these partners to create links and foster cooperation in future joint projects and initiatives.

European university alliances need opportunities to share knowledge and learn from each other's experiences as they move towards a common goal to firmly establish their position within the landscape of European higher education. Direct engagement and outreach activities of EUt+ such as holding panels and workshops aimed at creating the space for these exchanges will allow EUt+ and partners to align strategic priorities. In addition, EUt+'s continued engagement in workshops, forums, working groups, and conferences that bring alliances together fosters the necessary connectivity with institutional partners while also collectively showcasing the societal, educational, and economic impact of alliances to stakeholders such as European policymakers and institutions. EUt+ involvement alongside other alliances in forums and discussions organized by the European Commission strengthens the voice and visibility of European universities, which is why EUt+ aims to continuously contribute to the discussions about shaping the future of European University alliances as they become a significant, permanent fixture in the European higher education landscape.

To amplify the collective impact of European University alliances, they must work together to share tools and resources; to achieve this goal, EUt+ will disseminate tools, guidelines, and other resources via channels like the EUt+ website, peer-reviewed publications, whitepapers, one-pagers, and through direct engagement activities such as various online and face-to-face meetings. Raising awareness about the resources created within EUt+ can lead to the development of shared European University infrastructure, digital tools and platforms to maximize their reach and efficacy.

Other European University alliances need to be aware of the progress of EUt+'s concrete project outcomes and impacts because this information may lead to mutually beneficial opportunities to co-develop projects in areas such as research, innovation, mobility or societal engagement. Therefore, to foster inter-alliance networking and to highlight the potential for collaboration, EUt+ will make use of platforms that facilitate dialogue with other alliances to address shared challenges and explore possible synergies. As one such tool, the EUt+ newsletter will provide relevant updates on activities, milestones, and make it easier to identify opportunities for collaboration. The newsletter will allow EUt+ to



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regularly share progress and project outcomes with partners and foster inter-alliance engagement.

1.2.5. Industry Partners

The engagement of EUt+ with industry partners is important for aligning the academic programs developed and offered within the alliance with the dynamic needs of the European labour market. Ensuring that the skills and competencies acquired by students through EUt+ programs meet evolving industry demands requires sustained and strategic collaboration between the alliance and industry stakeholders. Industry partners require information on how EUt+ is producing graduates equipped with the knowledge and industry-relevant skills necessary for the workforce. Information on EUt+ research and innovation activities and outputs is significant for technology transfer and cross-sectoral collaboration. Partners are also invested in EUt+ efforts in addressing local and regional workforce challenges, skill gaps, reskilling needs, and lifelong learning through its training programs and educational initiatives.

Skilled graduates and professionals able to adapt to the rapidly evolving needs of the labour market are of the utmost importance to industry stakeholders. Industry partners will benefit from easily accessible information on how EUt+ equips students with a high-quality, industry-relevant education and international experience through the academic programs implemented across partner institutions. Promoting the alignment between the degree programs offered within the alliance and workforce needs in partner countries and the EU at large provides assurances that EUt+ is rigorously working to shape degrees based on real world exigencies. EUt+ is interested in fostering cooperation with industry to provide students with relevant practical training and internship experiences. To ensure this collaboration, connections with industry partners will be fostered through direct engagement activities like panel discussions, informational sessions, and local career fairs at partner institutions.

To attract collaboration opportunities with industry stakeholders, EUt+ will highlight its research expertise in areas such as sustainability, artificial intelligence, biotechnology, and digital transformation through the EUt+ Innovation and Technology Transfer Office (EITTO). Disseminating tangible and measurable project outcomes will build trust in EUt+ and ensure the alliance's visibility to further cooperation with the industry in all partner countries. This also furthers EUt+'s goal of technology transfer; by having access to concrete project outputs, industry partners will be able to connect with the alliance for opportunities to commercialize research outcomes, access patents, and seek ways to collaborate to co-create new technologies. Industry partners are interested in the real-world applicability of the technological solutions proposed by research, therefore, EUt+ will seek to provide information on how its research and expertise can directly solve industry challenges in a clear, concise way. To achieve this, EUt+ will employ the initiative website (univ-tech.eu) that contains dedicated sections on the research infrastructure available at EUt+.

Joining efforts with industry partners can help EUt+ co-construct innovative solutions to further the digital transformation in Europe and move closer towards closing the digital skill gap. EUt+ recognizes that industry partners are at the forefront of technological



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advancements and can provide invaluable insight into the skills and competencies graduates require in an increasingly digitalized economy. Through mutual collaboration, curricula of academic programs within EUt+ can be adapted to target industry-relevant digital skills for graduates. For this joint effort to take place, industry stakeholders need access to information on the specifics of degree programs offered within EUt+. This information is communicated through the EUt+ website (univ-tech.eu), which provides an overview of the degree programs and curricula offered at the partner institutions of the alliance.

Lastly, it is important to reflect successful partnerships in EUt+ communication by including industry partners in press releases, social media posts, and dissemination events like panel discussions and fairs to highlight partner contributions. Industry partners add value to EUt+ events by lending their expertise and insight to discussions while having the opportunity to promote what they do.

1.2.6. Alumni

The students who will take part in the programs, initiatives, and mobility opportunities of EUt+ will graduate with a sense of belonging not only to their local institution, but also to EUt+. The alliance's goal is to foster relationships with future alumni and ensure that their experiences and stories shape the development of the alliance. Alumni serve as ambassadors for how EUt+ has impacted their educational journey. By sharing their stories, alumni can act as direct contributors to the alliance's long-term success.

Alumni are interested in maintaining academic connections, expanding their professional networks, and opportunities to benefit from EUt+ industry partnerships. EUt+ will seek to provide connectivity with the alliance post-graduation by communicating the most important information on EUt+ achievements and opportunities for involvement through mailing lists and newsletter updates. Primarily, local institutional alumni engagement and outreach resources and networks will be utilized to reach these stakeholders with relevant updates from EUt+. It is also planned that EUt+ thematic weeks and workshops will involve alumni and give them the chance to share their stories and connect with their peers through speaker panels and networking events.

Highlighting success stories of EUt+ alumni through centralized EUt+ social media and local institutional channels will not only benefit these stakeholders by raising their profile, but also help communicate the value of an EUt+ education to other stakeholders like current and prospective students.

1.2.7. The general public

EUt+ must communicate its activities and successes to the general public as the widest target group with the most diverse stakeholders. This communication is meant to foster awareness and enhance the visibility of EUt+, positioning it as a distinct and significant player in European higher education, which will also have a positive impact on the local communities within partner countries.



The public needs access to clear and easily understandable information about EUt+'s main impacts on local communities within the partner countries and the regional and national benefits that the alliance brings to its partners. Thus, EUt+'s messaging must be simplified and localized to make it relevant to individuals who may not be directly invested in EUt+'s concrete outputs but may be impacted by them all the same. Clear explanations of EUt+'s goals, activities, and societal contributions are provided through the use of local media via press releases, news outlets, and social media channels in national languages. The use of national languages within the alliance's partner countries ensures that the content is accessible.

Besides raising awareness about EUt+, communication with the public creates opportunities for engagement, particularly considering EUt+ citizen science activities and lifelong learning opportunities in development. The involvement of communities in participatory research initiatives can allow the public to contribute to scientific discovery and further the third mission of universities like EUt+. EUt+ will seek opportunities to participate in and host community engagement events like thematic online and face-to-face workshops that involve civil society organizations (CSO), and non-governmental organizations (NGO) which can help local communities discover the alliance and form important connections for future collaboration.

Communicating about EUt+ progress and achievements builds trust and credibility. As EUt+ Accelerate is a project co-funded by the European Union and is also supported by national and regional funds in the partner countries, transparency about the use of public funds is of utmost importance to build the public's confidence in EUt+. The alliance must demonstrate how its activities are aligned with national, regional, and local priorities. Local news outlets, press releases, and institutional social media channels are the best tools for communicating this information to communities.

1.3. Grounding Principles

The EUt+ Communication, Dissemination, and Exploitation Plan is built upon a set of grounding principles that guide all DEC activities and ensure alignment with the alliance's core mission. These principles provide a strong ethical, legal, and collaborative foundation for EUt+ dissemination efforts, ensuring that outputs and initiatives are impactful, accessible, and compliant with the requirements set by the European Commission. The EUt+ DEC strategy and DEC plan is centred around European values, technology, and quality and efficiency principles.

1.3.1. Open Science

As a European University committed to advancing knowledge and societal progress, EUt+ embraces the principles of Open Science. EUt+ strives to make research outputs, data, and findings widely available to the academic community, policymakers, industry stakeholders, and the general public. By promoting transparency, accessibility, and collaboration, EUt+ ensures that its knowledge contributes to addressing societal challenges and achieving global objectives such as the UN Sustainable Development Goals. This principle ensures



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that the outputs of EUt+ are not only visible but also reusable, empowering stakeholders across sectors to leverage the alliance's contributions. EUt+ is committed to sharing research publications in open-access repositories as much as possible, including making research outputs available through the EUt+ OpenAIRE repository. Publishing datasets and methodologies in accordance with FAIR principles (Findable, Accessible, Interoperable, Reusable) will ensure transparency and accountability for the materials published. EUt+ aims to support citizen science initiatives to involve the public in research processes, for example, through the EUt+ Citizen Lab activities.

1.3.2. Cooperation with other alliances

EUt+ recognizes that the impact of the European University Initiative depends on cross-alliance collaboration. A commitment to cooperation with other European University Alliances is central to EUt+'s dissemination and exploitation strategy. By sharing experiences, best practices, and innovative approaches, EUt+ enhances the collective success and sustainability of the initiative. Collaborative efforts include joint research and mobility projects, co-development of tools and resources, as well as organizing and participating in events that foster inter-alliance dialogue, such as workshops, conferences, and working groups. This principle underscores EUt+'s dedication to contributing to a unified, collaborative European Higher Education Area while amplifying the impact of its outputs through strategic partnerships.

Active participation in ForEU4all sub-groups will contribute to synergy-building with other alliances. Moreover, actions are developed especially with the sisterhood Alliances EELISA and ENHANCE as a part of our dissemination work package.

1.3.3. GDPR compliance

EUt+ prioritizes the protection of personal data and adheres to the principles of the General Data Protection Regulation (GDPR) in all communication, dissemination, and exploitation activities. Respecting individuals' privacy and ensuring ethical data management is not only a legal obligation but also an integral part of EUt+'s commitment to transparency and trust. EUt+ maintains high standards for data protection by collecting and processing personal data only for specific, legitimate purposes and ensuring that all data collected is secure and accessible only to authorized EUt+ personnel. Providing clear and accessible information about data use to stakeholders, including opportunities to withdraw consent, ensures that stakeholders retain control over how their data is used. By embedding GDPR compliance into its practices, EUt+ builds credibility and trust with its stakeholders while safeguarding their rights and interests.

1.3.4. Creative Commons

EUt+ supports the use of Creative Commons (CC) licenses as a key mechanism for ensuring that its outputs are openly accessible while respecting intellectual property rights. By adopting Creative Commons principles, EUt+ promotes the ethical sharing, reuse, and



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adaptation of its resources, fostering innovation and collaboration across academic and non-academic audiences. EUt+ publishes educational resources, research outputs, and tools under CC licenses to maximize their reach and utility while advocating for open licensing practices across partner institutions and within collaborative projects. This principle aligns with EUt+'s Open Science commitments and enhances the dissemination and exploitation potential of its outputs by making them widely available under fair and flexible terms.



2. Communication Strategy: A Resource-Based Channel Approach

2.1. Context & Challenge

EUT+ Accelerate is a highly ambitious and complex project, which aims to unite nine higher education institutions, each with their own rich history, distinct character, and cultural context. The dissemination, exploitation, and communication needs of such a project are necessarily equally complex. To answer the challenges in creating effective communication streams within the real-world constraints of such a project, the EUT+ communication and dissemination strategy is grounded in the principle of maximizing the efficacy of the existing resources within the nine partner institutions while considering their differences in capabilities, national languages, and priorities.

Strategic Approach

To ensure sustainable implementation of the communication and dissemination strategy, EUT+ will find connecting points between the existing resources and content being produced at the partner institutions:

1. Core information from ongoing alliance activities

Every partner already produces valuable content through their daily operations that targets some of the EUT+ key stakeholder groups. By tapping into this existing flow of communication, EUT+ reduces the burden of creating entirely new content.

2. Engaging subject matter experts across partner institutions

Greater involvement of experts in various technological fields at each of the partner institutions can garner EUT+ rich content on the research achievements within the alliance set in the context of the developments in their fields.

3. Available time and skill allocations for different channels

Understanding realistic time commitments for staff engaged in communication efforts helps EUT+ choose appropriate channels and content types to sustain long-term success of the implementation of the communication and dissemination strategy.

Implementation Process

The EUT+ communication efforts will be scaled based on resource intensity. This progressive approach ensures quality while respecting resource limitations:

- ⊕ **LinkedIn posts: Updates in minutes (quick professional updates for top-of-mind)**
Quick updates maintain presence without straining resources. This tool will be used for sharing existing news and achievements.
- ⊕ **Facebook/Instagram content: updates in hours (community engagement)**
These platforms will allow for greater community building and engagement, crucial for long-term relationship development with EUT+ target groups.
- ⊕ **Website/Newsletter content: updates in days (evergreen resource development)**



The EUt+ website and newsletter are resources demanding higher investment in content that will pay off through long-term value and searchability.

+ **Video content: updates in weeks (comprehensive production)**

The highest resource investment delivers premium content that can be repurposed across communication and dissemination channels. A well-defined production pipeline will ensure that the output is maximized even with limited human and time resources.

Operational Components

Channel deployment aligns with EUt+ capabilities and goals:

+ **Website/Newsletter: Evergreen content hub**

Creating a central repository of lasting resources will maximise EUt+'s return on content investment. It positions the website as the main long-term channel, optimised for search engine ranking (SEO), and ensures the website's longevity as an asset for the next 10 years. The Newsletter element functions as an additional outreach media channel for user convenience.

+ **Facebook/Instagram: Partner content curation and translation**

Content produced by partners that matches EUt+ priorities will be repurposed for alliance communication needs. Leveraging existing partner content through strategic curation makes efficient use of resources while maintaining content quality.

+ **LinkedIn/Twitter(X) or Bluesky and alternatives: Professional networking focus**

Professional decision-makers and stakeholders actively use LinkedIn Twitter(X) or Bluesky, making it the most efficient channel for reaching key EUt+ target groups. These channels are used to stay top-of-mind during the duration of the project.

Content management prioritises efficiency

The EUt+ communication and dissemination strategy is focused on helping the project reach its communication goals faster while maximizing the impact of existing resources of Alliance partners. The specific approaches to communication listed below have been identified to make the EUt+ approach leaner and most effective.

+ **Principle 1: Content repurposing across channels rather than content specific to each channel**

Each piece of content should serve multiple purposes, be distributed on all channels with minimum number of changes so as to maximise return on creation effort. All of this keeping the more native needs of each platform, but with as few modifications as possible.

+ **Principle 2: Translation of partner materials**

Centralising translation of partner-produced content will ensure consistency while making partner content accessible to the broader alliance target groups.

+ **Principle 3: Community content curation**



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Engaging with and sharing community content builds relationships while reducing original content creation burden.

2.2. Objectives and future development

Short-term (2024–2025):

These initial objectives focus on establishing sustainable foundations

- + Establish sustainable workflows
- + Optimise resource allocation
- + Build content repurposing processes

Medium-term (2025–2026):

Building on established systems

- + Achieve 80% content repurposing
- + Implement weekly communication of 2–5 pieces
- + Reach a 72-hour translation turnaround

Long-term (2026–2027):

Advancing to more complex capabilities

- + Deploy systematic video capability
- + Implement multi-language automation
- + Launch integrated analytics system & conversion funnels

2.3. Content Planning Tool

Digital coordination across nine partner institutions requires systematic content management. Without a structured approach, content creation becomes inconsistent, efforts duplicate, and opportunities are missed. The challenge lies in creating a system that coordinates effectively without becoming bureaucratic.

Strategic Approach

EUT+ will introduce a content-planning tool that will serve as the central coordination mechanism for all communication efforts. This approach is built on two key principles:

1. Organize content into thematic buckets with clear ownership

Thematic organisation reduces confusion and ensures comprehensive coverage while making responsibilities clear. For example,

- + “news from the world about innovation” → monitored by partner 1;
- + “news from Europe about technology” → monitored by partner 2;
- + “news from Alliance partners about higher education” → monitored by partner 3;
- etc.

2. Create systematic workflows that respect partner resources

When processes are clear and manageable, partners can contribute consistently without feeling overwhelmed. By using one central location to share content and the same set of tools, we can rapidly make efficiency gains. (e.g. using a “newsletter



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tagging” extension for web browsers like Chrome so as to immediately collect all content worth including in a newsletter.)

2.4. Implementation Process

The content planning system categorises content into distinct buckets:

- ⊕ **Alliance core developments:** Major milestones and achievements need priority treatment to demonstrate progress.
- ⊕ **Operational updates:** Regular updates on tools and events maintain engagement and show continuous activity.
- ⊕ **Partner institution highlights:** Showcasing partner achievements builds unity while providing ready-made content.
- ⊕ **European tech/innovation/policy ecosystem news:** Connecting our work to broader EU initiatives demonstrates relevance and impact.
- ⊕ **Scientific/technological developments:** Technology focus maintains our positioning as a leading technical alliance.

2.5. Operational Components

The EUt+ content management process operates through Whaller’s Kanban system. The content management process will adhere to three key principles to ensure simple and straightforward implementation:

- ⊕ **Simple three-stage workflow (To Do / Doing / Done).**
Simplicity ensures adoption and consistent use across all partners.
- ⊕ **Clear task ownership and accountability.**
When responsibilities are clear, work flows smoothly without bottlenecks.
- ⊕ **Integrated project management capabilities.**
Built-in tools reduce the need for additional systems and training.

2.6. Success Metrics

EUt+ tracks the workflow effectiveness through practical measures outlined below.

- ⊕ **Content bucket completion rates by partner:** How often partners contributed to content creation.
- ⊕ **Publication frequency and consistency:** How often EUt+ published content.
- ⊕ **Content adaptation effectiveness:** Turnaround speed from content curation to publication.

2.7. Objectives and Future Development

Short-term (2024–2025): Building fundamental capabilities

- ⊕ Implement planning system across partners



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- ⊕ Establish regular content contributions
- ⊕ Build efficient adaptation processes

Medium-term (2025–2026): Enhancing system effectiveness

- ⊕ Achieve 90% bucket fulfilment
- ⊕ Establish weekly partner contributions
- ⊕ Implement 72-hour adaptation turnaround

Long-term (2026–2027): Advancing to automated capabilities

- ⊕ Deploy AI-assisted content adaptation
- ⊕ Launch predictive analytics
- ⊕ Create cross-alliance sharing platform for all content (e.g. SocialBakers / similar tools)



3. Communication and dissemination channels

As indicated by the European Commission, there are distinct differences in the purpose that communication, dissemination, and exploitation activities of European projects serve¹. The purpose of communication activities is to raise awareness about the project to stakeholders, including the general public.

Several of the main channels used within EUt+ function both as communication and dissemination tools and, in the case of the EUt+ website (www.univ-tech.eu/), even as a tool for exploitation of the project outputs. Table 3 summarizes whether the channels discussed in detail below are used for one or more outreach activities.

Table 3 – channels for outreach activities			
Main channels and tools	Communication	Dissemination	Exploitation
EUt+ website	X	X	X
Newsletter	X		
Facebook and Instagram	X		
Events	X	X	
Publications		X	
Resources		X	X

3.1. EUt+ website

The current **EUt+ website** (<https://www.univ-tech.eu/>) serves as a unified platform to communicate with diverse stakeholders, including policymakers, industry partners, the academic community, current students, prospective students, and the general public. However, catering to these varied audiences through a single site can dilute the focus and effectiveness of communication. Targeted messaging becomes difficult to achieve with so many stakeholder groups being addressed through the same resource. In the phase of EUt+ Accelerate, the project aims to divide the website into two distinct platforms in the future—one for corporate communication and the other as a university webpage—to enhance clarity, usability, and stakeholder engagement.

The division of the current website will enhance its usability through a refined focus on the unique needs of its target audience, making content more relevant and improving overall website navigation. This will also result in better branding as the corporate website would reinforce the role of EUt+ as a strategic partner for industry and institutional stakeholders and a reliable contributor to the EU Higher Education Area for policymakers, while the

¹ European Commission: European Research Executive Agency, *Communication, dissemination & exploitation what is the difference and why they all matter*, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2848/289075>

university webpage would emphasize its educational mission. The division is expected to increase engagement of key stakeholder groups through tailored calls to action and increased accessibility through easily available resources that encourage deeper interaction with both sites. Communication would be streamlined and the information overload of the current version of the EUt+ website would be mitigated by a separation of high-level strategic content from operational details.

3.1.1. Corporate communication website

This version of the EUt+ website will be aimed at communicating with policymakers, industry partners, the academic community, and other high-level stakeholders. The purpose of this website is to showcase EUt+ as a strategic European alliance driving research, innovation, and education policy. User experience will be improved by the use of professional tone and targeted messaging, clear website navigation aimed at decision-makers, access to downloadable resources (e.g., whitepapers, policy briefs), and contact forms for partnership inquiries or media requests.

The homepage of this version of the website will highlight the EUt+ mission, governance, and strategic role in European education and innovation. It will feature a dedicated section on EUt+'s contributions to EU priorities like the European Degree, digital transformation, and EDI. Some of the planned key sections include updates on EUt+ participation in European policy dialogues and open access resources like reports, whitepapers, one-pagers, and policy recommendations relevant to EU policymakers and institutional partners like other European alliances. The news section will highlight updates on EUt+'s involvement in high-level events like conferences, summits, and EU engagement activities.

To communicate EUt+ advancements and contributions to research and innovation, EUt+ will publish details on collaborative research projects and partnerships with industry partners. Open-access research publications will be highlighted through more prominent links to EUt+ OpenAIRE. Information on how to participate in collaborative opportunities will be made more easily accessible to both industry and institutional partners. All materials such as tutorials and general interest documents will be made easily accessible through dedicated sections on this version of the website.

3.1.2. University webpage

The EUt+ university webpage will closely match the expectations of a traditional higher education institution's website: the target groups addressed will be current and prospective students, staff, and the general public. This website will provide easily accessible information on EUt+ programs, services, and opportunities.

The homepage will highlight the opportunities and benefits of being a part of EUt+ and contain direct links to key student services like information on mobility programs, student support resources, and details on campus life. Some of the other key sections planned will focus on information on the degree programs developed and offered through EUt+ with a particular focus on joint degrees. Application guides and links to admission websites of the



partner institutions will boost the usability of the website. It is envisaged that a separate section on student mobility will give students a better idea of what their EUt+ educational journey may look like through experience stories shared from EUt+ students who have participated in exchanges, highlighting the distinct character and local culture of each partner institution's campus. The website will also provide clear instructions on the Erasmus+ mobility within the context of EUt+ mobility programs. Students and staff will benefit from information on ongoing research projects within EUt+ and links to research centres and labs across the alliance. Such information would help foster both student and staff involvement in research activities.

A dedicated section for academic and administrative staff, including professional development opportunities and intranet access, will make it easier for staff to locate relevant resources that will help them engage in EUt+ activities. The website would also provide information to the general public to further engagement through promoting events and community initiatives open to the general public, such as citizen science events and workshops.

The user experience on this version of the website will be enhanced by a warm and engaging tone used throughout the messaging. Personalization features (e.g., "I'm a prospective student") will provide tailored navigation that would make it easier for the target groups to locate relevant information.

3.2. Newsletter

Digital communication today relies heavily on platforms we don't control. The constant transformation and instability of media platforms make it difficult to build lasting communication assets; it is therefore imperative that EUt+ create and maintain its own media channels. The EUt+ newsletter will serve as an important permanent fixture in the alliance's array of communication tools, extending beyond the project lifespan.

The EUt+ newsletter will systematically curate 90% of its content using diverse sources. The newsletter will bring together the best insights from across European technology education, open science, and technology news while requiring minimal original content production. This approach will reduce the strain on resources that creating regular, high-quality content may have on large-scale projects, making it more sustainable in the long term.

Partners will contribute by identifying relevant articles and stories, while editorial teams will adapt and translate content for a European audience. This will create a sustainable model where the newsletter becomes a trusted source for technology education developments.

The content of the newsletter will be curated from three main sources:

- ⊕ Partner universities' existing newsletters and content (translated from national languages);
- ⊕ Open science publications and research that align with the technological focus of EUt+;
- ⊕ Technology news and developments that reflect our European values and educational mission.



The curation process follows clear thematic guidelines. We select content that:

- ⊕ Advances understanding of technology's role in society;
- ⊕ Demonstrates successful European collaboration;
- ⊕ Highlights science & technological achievements;
- ⊕ Shows innovation in technology education;
- ⊕ Reflects our commitment to sustainability and ethical technology.

A content management system streamlines the process:

- ⊕ Tracks potential stories from all sources;
- ⊕ Supports translation workflow;
- ⊕ Tags content by theme and relevance;
- ⊕ Enables easy contribution from all partners;
- ⊕ Maintains a searchable archive of past content.

The following success metrics will be tracked to analyse the effectiveness of the newsletter:

- ⊕ 15% quarterly subscriber growth;
- ⊕ 22% or higher open rate (education 28.5% industry average; government & politics 19.5% industry average - 22% across all industries) source: <https://www.campaignmonitor.com/resources/knowledge-base/what-are-good-email-metrics/> ;
- ⊕ 2-3% website click-through rate (CTR) towards the EUt+ central website (<https://www.univ-tech.eu/>);
- ⊕ Content sourced from all three main categories for each issue, creating a strong skillset and processes;
- ⊕ Positive feedback from academic and industry readers when asked at events.

By creating a trusted curatorial voice in European technology education, the EUt+ newsletter will build a foundation for deeper community engagement and knowledge sharing and consolidate communication channels for the future of EUt+.

3.2.1. Objectives and Future Development

Objectives and Key Results (OKR) 2024–2025

Objectives:

- ⊕ Launch newsletter by Q2 2025;
- ⊕ Establish efficient content sourcing and translation processes;
- ⊕ Build engaged subscriber base across academia and industry.

Key Results:

- ⊕ 3,000 subscribers by end of 2025;
- ⊕ 22%+ consistent open rate;
- ⊕ Content ratio: 40% partner content, 30% open science, 30% tech news;
- ⊕ Translation capacity for three articles per issue;
- ⊕ 100+ archived articles in content database.



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Vision for 2030

With a mature newsletter operation, EUt+ considers to develop:

1. **Digital Magazine:** Quarterly deep dives into key themes;
2. **Multilingual Platform:** Content available in all partner languages;
3. **Community Forum:** Subscriber discussion and networking;
4. **Expert Database:** Network of contributors and reviewers;
5. **Event Series:** Online and in-person knowledge sharing.

Derivative Opportunities

Newsletter success enables:

1. **Media Partnerships:** Established credibility attracts collaboration;
2. **Content Licensing:** Valuable archived content for education;
3. **Research Network:** Connected community of contributors;
4. **Training Programs:** Editorial and translation expertise;
5. **Consulting Services:** Knowledge curation methodology.

3.3. Facebook and Instagram

EUt+ maintains an active presence on both Facebook and Instagram, aiming to engage with a diverse audience that includes prospective and current students, local communities, and the general public. The EUt+ Facebook page features updates on EUt+ initiatives, events, and achievements. Posts include announcements about funding, program launches, and celebrations of international observances.

The EUt+ Instagram account shares visual content related to EUt+ activities, including event highlights and examples of community engagement; the platform currently has over 1,000 followers.

Both EUt+ Facebook and Instagram accounts are visually consistent with the EUt+ brand, featuring professional visuals, logos, and clear messaging about the alliance's mission. The EUt+ Facebook page works to highlight upcoming events like conferences, webinars, and student engagement activities, helping to increase attendance. The Facebook page's interactive elements such as likes, shares, and comments foster community engagement and two-way communication, increasing EUt+ connectivity with target groups. Both the EUt+ Facebook page and Instagram account will be further developed during the new project phase, Accelerate; a content calendar will be developed to ensure regular and consistent posts, keeping the audience engaged and informed, high-quality visuals will be incorporated into posts to create greater audience engagement, stories of students and staff will be featured in posts to humanize the EUt+ brand and inspire the community. Content from partner universities within the EUt+ alliance and other relevant news and updates from areas of interest will be shared to broaden the EUt+ audience and showcase collaborative efforts.



3.4. Resource Availability

EUt+ produces a variety of resources that diverge for internal and external purposes. Internal resources are crucial for the day-to-day operational functioning of the alliance. These resources are relevant to academic and administrative staff involved in EUt+ activities at the partner institutions. External resources are relevant to stakeholders like other European alliances and the academic community at large, as well as policymakers. EUt+ plans to make these resources widely available through its revised website that is to be divided into two separate platforms.

3.4.1. Internal Resources

To facilitate brand compliance in communications and foster a unified EUt+ visual identity, EUt+ provides internal guidelines for communication, reference materials, project logos, and document templates. All project templates and reference documents are available on the EUt+ intranet under the tab “Basic communication tools” (agora.univ-tech.eu).

The roster of existing templates for deliverables, presentations, and other documents will be expanded to include templates for the tools already in use in the partner’s workflow (e.g. Canvas; Adobe suite; etc.).

3.4.2. External resources

The EUt+ corporate webpage is envisaged as housing a section dedicated to resources such as guides, informational videos, tutorials, and toolkits. Resources such as digital tools and repositories will also be embedded into the website or made accessible through external links when necessary.

Some examples of the resources that will be available to partners include short explanatory videos on common topics or terms of reference (e.g. the Bologna process, the European Degree); an EUt+ Citizen Lab Toolkit—a step-by-step guide on how to set up citizen science activities through the action design research approach, and guidelines to implementing alliance-wide EDI programs.

Providing better access to EUt+-produced resources will foster open science efforts and promote knowledge exchange and capacity building with other HEIs, enabling institutions who use the resources to collectively address common challenges. Enhanced accessibility of EUt+ tools and resources helps further the European Union’s goal of creating a more integrated and collaborative higher education ecosystem, ensuring that public investments in research and education generate the maximum societal and academic impact.

3.5. Press Releases

Press releases and news items are primarily used as communication channels to maintain project visibility aimed at diverse audiences. Local, regional, and national press releases and news items serve the purpose of raising awareness among local audiences within



individual alliance partner countries about EUt+ activities and milestones. The content of these items is localized and more specific to the regional context and language. Press releases and news items are vital for connecting EUt+ with regional stakeholders and ensuring local engagement, announcing EUt+ events open to the public, local EUt+ partner meetings. Communicating EUt+'s impact on local development helps to build connectivity with the EUt+ peripheric environment. Local media outlets, regional news agencies, and community newsletters within the alliance partner countries are used to disseminate this type of content.

European level press releases differ from local ones as they target a wider, international audience, including EU institutions, policymakers, other European University alliances, international organizations, and large-scale industry stakeholders. For these press releases, outlets like EU-level media and pan-European news platforms will be sought to highlight EUt+ contributions to European policies and impact on global challenges. These press releases focus on larger-scale impacts, EUt+ policy alignment with the European Union, and collaboration across borders. Their task is to communicate broader initiatives, policies, or achievements of EUt+ that resonate across Europe. The language used in these press releases is tailored to European or global stakeholders through the use of formal tone and professional, strategic language.

3.6. Publications

Publications produced within EUt+ serve the purposes of communication or dissemination, depending on the specific type of publication and its intended audience. Such publication types include academic publications like peer-reviewed articles on European University alliances and other pertinent topics to EUt+ as a European university; scientific publications produced within EUt+; whitepapers.

3.6.1. Academic Publications Regarding the EUt+ Alliance Development

Academic publications regarding the EUt+ Alliance development (papers, book chapters, etc.) produced within EUt+ primarily serve the goal of dissemination and exploitation but are expected to also produce a strong impact on communication. EUt+ will contribute to the global discussions on the development and impact of European University alliances through peer-reviewed publications. These publications serve the purpose of dissemination of the project activities and outputs to the academic community and policymakers; they will contribute to the broader discourse on European alliances and offer actionable insights that can guide decision-making or policy formulation. EUt+ expertise and leadership in areas like European education, collaboration, and sustainability can inform the activities and decisions of other researchers and institutions. Such publications will extend the impact of project results by sharing detailed knowledge and research findings of EUt+ with the broader academic community.



3.6.2. Academic Publications on General-purpose Material

EUt+ European Research Institutes (ERI) and European Research Groups (ERG) produce joint publications on research conducted within the alliance. EUt+ researchers are able to distinguish their belonging to the alliance through the single EUt+ publication affiliation (see below). Individual researchers who are not a part of ERIs and ERGs can also publish articles using the single EUt+ publication affiliation. Publications produced within EUt+ share research with technical audiences and practitioners, highlighting the alliance's contributions to address societal challenges with rigorous research disseminated through high-impact, peer-reviewed journals. These publications demonstrate the alliance's commitment to innovation and sustainability and ensure that project outputs are available for further research or application in real-world contexts. EUt+ strives to disseminate scientific findings in open-access formats to increase their reach and accessibility; information on research produced within EUt+ is available through the EUt+ OpenAIRE repository, which provides links to abstracts and full texts wherever available.

3.6.3. Whitepapers

To contribute to global conversations within the European educational context, EUt+ will produce whitepapers that will address topics related to education, research, and innovation. EUt+ whitepapers will contribute to the project's dissemination efforts. These papers will communicate strategic insights and recommendations to several stakeholder groups; they will be most relevant to target groups like policymakers, the academic community, and industry. Whitepapers on EUt+ experience driving initiatives like the European Degree in Engineering will help policymakers gain insights and data for informed decision-making. The academic community will benefit from case studies and roadmaps or frameworks that can be adopted and implemented in other educational contexts or institutions. Industry stakeholders will be able to explore solutions, opportunities, or trends in technological areas. The alliance's expertise in addressing critical societal and academic challenges will produce accessible comprehensive analyses that can guide decision-making processes.

To ensure whitepapers are freely available, supporting EU's principles of open access and knowledge sharing, EUt+ will primarily use its corporate communication website to disseminate material to target groups. To ensure maximal visibility of whitepapers, professional social media posts on platforms like LinkedIn, Facebook, Instagram, and Twitter/X will be used to communicate new releases and updates. Clickable links in posts will make it easy for users to access whitepapers on the EUt+ corporate communication website.

3.7. EUt+ Common Affiliation

To enhance the visibility, cohesion, and strategic positioning of EUt+ on the global stage as a unified, multi-campus European University, the alliance has adopted a single EUt+ affiliation for publications (see annex on EUt+ common affiliation). The single EUt+



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affiliation allows for research outputs to be attributed to the alliance as a single entity, increasing its recognition and visibility in global academic and research communities. The use of the single affiliation will strengthen the EUt+ brand and reinforce the alliance's identity, foregrounding collaborative research efforts within EUt+. The use of this single affiliation will increase the likelihood of higher citation metrics under one recognizable entity, boosting EUt+'s visibility in citation databases such as Scopus and Google Scholar as well as in Open Access publishing.



4. Exploitation plan

The EUt+ exploitation plan is focused on embedding the project outputs into institutional practices, leveraging partnerships, and aligning with the goals of the European Union to ensure the sustainability and long-term impact of the project, given its overarching goal to merge into one technological university with nine campuses across Europe. To strengthen its position as a leader in transforming higher education and building a stronger future for Europe, EUt+ exploitation strategy prioritizes wide accessibility of project outputs that address the needs of such a stakeholder groups as HEIs, industry partners, and civil society organizations. The table below outlines some examples of the key project outputs to be exploited, their direct target groups, the exploitation methods and channels chosen and their indicators used to track the success of the exploitation activities. The key exploitable project outputs are also described in more detail in the following section, 4.1.

Table 4 – Examples of the key project outputs to be exploited				
Exploitable project outputs	Target groups	Exploitation methods	Channels	Channel success indicators
The European Degree in Engineering	Policymakers; Institutional partners (HEIs, European University alliances, academics)	<ul style="list-style-type: none"> ⊕ Publishing open access materials on the EUt+ website; ⊕ presenting the EUt+ experience in different EU-level events; ⊕ making resources like toolkits available to partners through the EUt+ website; ⊕ collaborating with other European Alliances to publish articles and think pieces on the process of implementing the European Degree. 	<ul style="list-style-type: none"> ⊕ Whitepapers; case studies; impact reports; ⊕ Roundtables, workshops, and conferences; ⊕ guidelines and toolkits; ⊕ joint research publications. 	<ul style="list-style-type: none"> ⊕ EU and national policy endorsements; ⊕ References in EU policies; ⊕ Number of HEIs adopting the degree framework.
Mobility maps	Institutional partners (HEIs, European University alliances, academics)	<ul style="list-style-type: none"> ⊕ Providing comprehensive guides for HEIs on how to use the Mobility Maps, made available 	<ul style="list-style-type: none"> ⊕ Guidelines and toolkits; ⊕ Training workshops; 	<ul style="list-style-type: none"> ⊕ Open access metrics for resources (number of downloads); ⊕ Workshop attendance

		<p>through the EUt+ website;</p> <ul style="list-style-type: none"> ⊕ Organizing capacity-building workshops on effectively using the Mobility Maps 		
Research and innovation outputs	Industry partners	<ul style="list-style-type: none"> ⊕ Technology transfer facilitated through licensing agreements, patents, and commercialization opportunities 	<ul style="list-style-type: none"> ⊕ EUt+ Innovation and Technology Transfer Office webpage on the EUt+ website 	<ul style="list-style-type: none"> ⊕ Target group engagement metrics (inquiries received; new connections established); ⊕ New partnerships established
Pedagogical innovations	Institutional partners (HEIs, European University alliances, academics)	<ul style="list-style-type: none"> ⊕ Sharing guidelines and best practices through implementation toolkits; ⊕ Workshops and webinars to implement train-the-trainer programs to build internal capacity at partner HEIs 	<ul style="list-style-type: none"> ⊕ Implementation toolkits made available through the EUt+ website; ⊕ Hosting workshops and capacity-building events for partners during thematic weeks, conferences, and other relevant events. 	<ul style="list-style-type: none"> ⊕ Workshops conducted; ⊕ Number of partners trained; ⊕ Number of HEIs using the innovations
Infrastructure, platforms, tools and other resources	Institutional partners (HEIs, European University alliances, academics)	<ul style="list-style-type: none"> ⊕ Guidelines for using the resources; ⊕ Hands-on workshops and training sessions for institutional IT teams, faculty, and administrators to familiarize them with the tools ⊕ Aligning the tools with key academic and administrative processes 	<ul style="list-style-type: none"> ⊕ Tools made available through the EUt+ website; ⊕ Open access repositories and platforms ⊕ Webinars and workshops 	<ul style="list-style-type: none"> ⊕ Target group engagement metrics (number of resource guide downloads; number of users of tools and resources); ⊕ Number of workshops and training sessions held; ⊕ Number of partners trained

Policy contributions	Policymakers	<ul style="list-style-type: none"> ⊕ Concise policy briefs and policy recommendations relevant to the European Higher Education Area; ⊕ Demonstrating the success of EUt+ initiatives, supported by case studies, data, and outcomes ⊕ Whitepapers outlining the role of EUt+ in shaping European higher education, mobility, and research priorities. 	<ul style="list-style-type: none"> ⊕ Policy briefs and recommendations published on EUt+ website and disseminated through direct engagement with policymakers; ⊕ Evidence-based reports; ⊕ Whitepapers; ⊕ Policy events and forums 	<ul style="list-style-type: none"> ⊕ Policy impact (number of policy contributions adopted or referenced by EU or national policymakers)
Community engagement programs and initiatives	CSOs, NGOs, local communities, interest groups	<ul style="list-style-type: none"> ⊕ EUt+ Citizen Lab workshops to foster citizen science address local priority areas; ⊕ Co-design and collaboration workshops to tailor community engagement initiatives to their needs; ⊕ Collaborative partnerships where EUt+ and local organizations jointly address societal challenges such as sustainability, social inclusion, or education access; ⊕ Open access materials like toolkits and guides to foster citizen science 	<ul style="list-style-type: none"> ⊕ Workshops and training sessions (online and face-to-face); ⊕ Conferences and thematic events. ⊕ Guidelines and toolkits made available through the EUt+ website. 	<ul style="list-style-type: none"> ⊕ Number of workshops held; ⊕ Number of event participants ⊕ Number of resource downloads

4.1. Project outputs for exploitation

EUt+ Accelerate will produce a variety of outputs to be exploited for education, research, and societal impact. Below is a non-exhaustive list of some of the concrete project outputs for exploitation.

⊕ **The European Degree in Engineering**

EUt+ produced guidelines and materials, such as the 12 features of the EUt+ European Degree, can be used by other European University alliances and higher education institutions in Europe to support the efforts of progressing towards the European Degree. The main exploitation channels and activities used to disseminate these resources will be the EUt+ website, which will make whitepapers, case studies, impact reports and other documents and resources publicly accessible. Direct engagement opportunities with stakeholders will be sought through roundtables, workshops, and conferences.

⊕ **Mobility maps**

The EUt+ Mobility Maps are tools or frameworks designed to facilitate and promote student mobility and automatic credit recognition across the alliance's partner institutions to converge towards a single European curricula. These maps gather all information in an interoperative format necessary to enable easy mobility process and pedagogical convergence. Other European University alliances can adapt these mobility maps to their needs.

⊕ **Research and innovation outputs**

Collaborative projects with industry and institutional stakeholders addressing global challenges such as sustainability and digital transformation can contribute to academia, industry, and other sectors. To drive cross-sectoral collaboration in projects, EUt+ research outputs will be provided to partners through the EUt+ Innovation and Technology Transfer Office (EITTO).

⊕ **Pedagogical innovations**

New teaching methodologies, digital tools, and curricula developed through EUt+ initiatives like the Technology, Education, and Design (TED) School. The EUt+ TED School aims to integrate technology, education, and design principles to enhance learning, foster innovation, and address societal challenges through interdisciplinary approaches. It emphasizes human-centred technology development, aligning with EUt+'s mission to serve society by empowering technologically responsible citizens. The innovative resources created through this initiative can be adapted by other HEIs, which constitute the main target group for exploitation for these project outputs.

⊕ **Infrastructure, platforms, tools and other Resources**

Shared resources created through the alliance like digital tools, virtual labs, and knowledge hubs will be of value to academic and civil society partners. Resources like informational materials on EDI, guides on common terms of reference, program implementation guidelines and toolkits will be made widely available to stakeholders through the EUt+ website and disseminated via such channels as mailings lists, targeted social media posts, and workshops.



+ **Policy contributions**

Throughout its lifespan, EUt+ will contribute to the European Higher Education Area with recommendations and frameworks that will help inform European education and research policies. These contributions will be most relevant to EU policymakers like the European Commission and other EU institutions. Published as whitepapers, one-pagers, and peer-reviewed publications, EUt+ contributions will be primarily made accessible through the EUt+ website. Besides these channels, the exploitation efforts for these outputs will be strengthened by EUt+ participation in forums, workshops, and discussions at the EU level.

+ **Community engagement programs and initiatives**

EUt+ will use initiatives that further the third mission of universities by fostering collaboration with local and regional stakeholders. Initiatives such as the EUt+ Citizen Lab bring together interest groups, CSOs, local communities and individuals to address common local and regional challenges like the digital skill gap. Community engagement through open discussions, panels, and other events will help strengthen cross-sectoral cooperation to make academia more accessible and its resources more accessible to local communities.



5. Brand

The foundation of the European University of Technology brand and visual identity was established through a comprehensive brand development process *pro bono* by Havas Communication, one of the world's leading communication agencies. In the phase of EUt+ Accelerate, the Alliance uses the established brand foundations and will streamline and create a more easy-to-implement new release of the brand book, refining the beta version created for the initial phase of the project.

5.1. Brand Principles

The EUt+ brand's core principles represent the unified image and values of the alliance, ensuring consistency, recognizability, and alignment with its mission and goals across all communication channels and stakeholder interactions. The core brand principles of EUt+ guide how the alliance is visually and conceptually represented. These principles are technology, European values, vision, unity and diversity, forward-looking innovation, accessibility and inclusivity, simplicity and clarity. By emphasizing unity and diversity in its communication and representation, EUt+ foregrounds its shared mission and the collaborative nature of the nine partner universities working as a single, full-fledged European University while at the same time embracing the cultural, linguistic, and institutional differences of its partners, highlighting the richness of the alliance. Promoting the European ideals of cooperation, inclusivity, sustainability, and innovation is essential for EUt+ as an alliance at the forefront of driving institutional change in the European Education Area and creating a better future for Europe.

To be successful in communicating its key messages to diverse stakeholder groups, it is essential that the EUt+ brand is approachable and welcoming to diverse audiences, including students, staff, policymakers, and the public. For maximal simplicity and clarity, EUt+ messaging is communicated in a straightforward, professional, and accessible way, ensuring clarity across all materials.

To ensure that the brand is directly recognizable and intelligible to everyone, it is defined in a fixed brand book that cannot be modified nor adapted for any derivative sub-projects or activities. In the early stages of such an initiative, it is crucial to ensure highly standardized communication so as to be immediately identifiable.

5.2. Brand assets

The EUt+ brand assets include several key components:

- ⊕ **Comprehensive logo system**
Multiple EUt+ logo variants ensure appropriate branding for most situations, channels and partners, while maintaining consistency.
- ⊕ **Colour palette and visual system**
Defined visual elements create immediate recognition and professional appearance, to improve the EUt+ brand awareness over time.



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+ **Tone of voice guidelines**

Consistent communication builds brand personality across all EUt+ communication touchpoints. The tone of voice of EUt+ will be refined on external channels through the production of more representative content.

+ **Message framework**

Clear messaging hierarchies ensure that important communications cut through noise. According to a leaner approach, this will be better achieved through the content planning process, the channels selected and the consistent production with EUt+ templates.

5.3. Future Development

While EUt+ has sophisticated brand assets, it must meet the challenge of bridging the gap between the advanced brand identity and operational capacity while growing into its visual promise. EUt+ will refine its current branding materials while simultaneously focusing on their systematic implementation. This approach builds on two key principles:

- 1. Refining existing professional assets to fit the needs of EUt+ development:** The Havas-developed identity system provides a foundation that will serve the alliance for the next decade. Further developing the EUt+ brand book will ensure that the aims of the alliance are met as it grows in its reach and scope.
- 2. Focusing on implementation:** For cohesion within the alliance, EUt+ must ensure consistent use of the brand principles and visual identity across the nine partner institutions through templates, reusable assets, and the adoption of efficient tools to execute communication.

5.4. Operational Components

Implementation of the brand and visual identity principles follows a structured approach:

+ **Regular meetings, workshops, training sessions**

Continuous learning ensures new staff maintain brand standards. Easily comprehensible guides will be provided to new staff to ensure better brand compliance.

+ **Easy-to-use templates**

Templates are used to reduce errors and make brand compliance simpler. Access to resources like templates is provided to staff through the EUt+ intranet.

+ **Monitoring and support systems**

+ Regular checks catch and correct brand misuse early, with the possibility to always consult a “brand support” desk to double-check compliance. Ensure that there are no individual initiatives to modify or evolve brand and visual identity.

Quality control measures such as brand usage audits and the documentation of best practices will be used to ensure the successful implementation and mitigate possible challenges. A regular review of brand usage conducted prior to the project annual review



ensures standards are maintained across all partner institutions. At the same time, examples of successful brand and visual identity application become examples for others to follow and are turned into new templates when needed and possible. The EUt+ brand implementation success is measured through brand application consistency, asset deployment speed, and assessment of partner comfort levels. Assessing the consistency with which actors within the alliance adhere to brand principles shows how well partners understand and apply guidelines. Meanwhile, the asset deployment speed will indicate how efficiently partners can use brand resources. Finally, examining the comfort level of partners with regard to brand usage will help identify any gaps.

5.5. Objectives and Future Development

The EUt+ brand and visual identity serve as the cornerstones for communicating the alliance's vision, values, and goals across diverse audiences, including students, staff, policymakers, industry partners, and the general public. As the alliance evolves, so too must its brand strategy, ensuring it remains dynamic, recognizable, and aligned with the overarching mission of EUt+ to become a European technological university of the future. The strategic objectives and phased development of the EUt+ brand and visual identity are outlined below, focusing on short-term, medium-term, and long-term goals. By implementing a structured approach to brand management, EUt+ aims to create a robust and unified identity that not only reflects its current achievements but also positions the alliance as a leader in European higher education.

Short-term (2024–2025). Establishing fundamental brand management:

- ⊕ Complete partner training programs
- ⊕ Create a comprehensive template library
- ⊕ Implement monitoring systems

Medium-term (2025–2026). Building brand excellence:

- ⊕ Achieve 90% brand compliance
- ⊕ Develop advanced brand assets
- ⊕ Establish internal brand champions

Long-term (2026–2027). Creating a brand culture:

- ⊕ Launch audio identity elements
- ⊕ Deploy advanced digital assets
- ⊕ Establish a brand centre of excellence

Through these progressive objectives, EUt+ will continue developing a cohesive, innovative, and sustainable brand identity that resonates across Europe and beyond, supporting its dissemination, communication, and exploitation efforts.



6. Implementation

6.1. Decision making

Within the EUt+ alliance, the Secretariat General (SG) is the governance body in charge of the overall project coordination and compliance with objectives and vision. Therefore, the EUt+ Accelerate Work Package 9: Outreaching and communication and also the task 9.1 EUt+ Communication office (ECOMO) are coordinated by the SG, which delegates responsibilities to the ECOMO manager and to other staff according to appropriate skillsets. To implement the DEC Plan, the SG interlinks all tasks and work packages of EUt+ Accelerate as required and liaises with the alliance members.

The SG ensures that the DEC strategy of EUt+ is in line with the broad initiative goals and scope for a successful and effective implementation; through the involvement of design and communication specialists within the alliance, the SG charts the pathways forward for executing the strategic vision for the DEC plan. The ECOMO executes and implements the operational communications within the scope of the communication and dissemination plan.

6.2. Execution Organisation

The operational communications² of EUt+ play a vital role in ensuring the alignment of all communication activities, materials, and documents with the alliance's overarching mission and compliance with European Commission guidelines. The objective of EUt+ operational communications is to guarantee consistency in messaging, avoid duplication of tools and methods, and enhance the visibility and alignment of EUt+ communications across member institutions and external audiences. These communications are governed by a structured validation and discussion process designed to maintain consistency, quality, and adherence to the EUt+ identity. The key principles guiding the decision organization process for EUt+ communication are the following:

⊕ **Categorization of communications**

Communication materials are classified based on the European Commission's definitions of dissemination, operational, and institutional communication.

⊕ **Internal communications by individual members**

Materials for internal or institutional communication at the member level are managed autonomously by each partner. These materials:

- follow the EUt+ graphic charter and brand book without modifications;
- align with the EUt+ mission statement and the Description of Action (DoA);
- have to contribute fairly to the global objectives;
- are shared with other members for transparency and alignment;
- are reported for the part A of the mid-term and final reports.

⊕ **Multi-member communications**

² Operational communications refer to the exchange of information and messages that support the daily functioning, activities, and processes of an organization

Internal or institutional communications involving multiple members are reviewed and discussed within ECOMO (EUt+ Communication and Outreach Management Office). These materials must comply with the items of internal communication. Only if necessary, the materials can undergo minor adaptations discussed within ECOMO with final approval by the Work Package 9 leader and notification to the Secretariat General.

+ Major, Critical or Institutional Communication

Major, Critical or Institutional Communication outputs are organised and validated by the Work Package 9 leader and the SG. They are implemented at the appropriate level.

+ Significant modifications

Significant modifications to the graphic charter or institutional communication materials intended for external dissemination or exploitation require approval from the Secretariat General. A rationale for the proposed changes must be presented by the Work Package 9 leader to the Secretariat General.

+ Approval and Monitoring

All EUt+ communication outputs comply with:

- The Grant Agreement (including DoA and mission statement).
- The brand book
- Ongoing guidelines provided by the SG
- GDPR and applicable laws and regulations

The PRCT, Rectors Board, and relevant bodies are regularly informed of these outputs, ensuring transparency and accessibility.

Roles and Accountability

- + ECOMO:** Executes daily communication activities at the member level. ECOMO ensures the effective dissemination of EUt+ values, opportunities, and outputs to internal and external stakeholders through appropriate EUt+ communication channels.
- + WPA9 Leader:** Drives the ECOMO and oversees the communication output execution; presents major proposals for approval to the Secretariat General, organises the execution. The WPA9 leader discusses the communication strategy with the SG.
- + Secretariat General:** Sets strategic communication goals and methods for EUt+ initiative dissemination, communication, and exploitation; organises communication flows and responsibilities, validates institutional communication and ensures compliance with overarching EUt+ objectives and frameworks; drives advocacy activities.

This structured approach to operational communications ensures that EUt+ maintains a cohesive identity, effectively communicates its mission and activities, and complies with all European Commission requirements. ECOMO's implementation of the brand and visual identity principles is discussed in detail in section 5.1 Operational Components of this DEC Plan.



7. Official Project Reporting Requirements

The EUt+ Dissemination, Exploitation, and Communication strategy complies with the official reporting requirements established by the European Commission for European-funded projects. These requirements ensure accountability, transparency, and compliance with funding agreements, while also demonstrating the project's progress, outputs, and impacts. EUt+ communicates with the European Commission through continuous exchanges with the project and policy officers and formally through periodic reports submitted at regular intervals throughout the project's lifecycle. The periodic report provides an overview of the project activities, objectives, and milestones achieved during the reporting period. At the end of the project, a comprehensive final report is submitted to the European Commission; this report consolidates all deliverables, results, and impacts achieved during the project. This will include the final versions of dissemination, exploitation, and communication materials.

Reporting on dissemination, communication, and exploitation efforts includes providing evidence of communication efforts, dissemination records, and exploitation activities. EUt+ will meet these requirements through documentation of communication activities, such as press releases, newsletters, events, and social media campaigns. Dissemination records such as lists of dissemination outputs will be provided, including scientific publications, whitepapers, conference presentations, and open-access datasets produced during the lifespan of the project. EUt+ will provide descriptions of its exploitation actions, including collaborations with industry, policy recommendations, and uptake of project outputs. EUt+

will ensure the consistent use of the EU emblem and acknowledgment of EU funding in all communication, dissemination, and exploitation materials.



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8. Use of the Disclaimer

As part of its compliance with the European Commission (EC) guidelines, EUt+ must include an official disclaimer in its project-related outputs, such as reports, publications, and dissemination materials. The disclaimer ensures transparency and clarifies the relationship between the European Union and the project's content, protecting both the European Commission and EUt+ from any misrepresentation of responsibilities or viewpoints. The disclaimer specifies that the content of the material reflects the views of the authors or project consortium and not necessarily those of the European Commission or the EU. It emphasizes that the EU is not liable for any potential misinterpretations, inaccuracies, or the use of the published information. EUt+ will use the standard disclaimer provided by the European Commission to be used in project outputs:

The content of this [report/publication/material/deliverable] represents the views of the authors only and is their sole responsibility. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

The inclusion of the disclaimer is a vital component of EUt+ Accelerate project reporting and dissemination activities. It ensures transparency, compliance with EU funding requirements, and clarity in the relationship between the project's outputs and the European Commission. By consistently applying the disclaimer, EUt+ upholds its accountability and reinforces trust with its stakeholders.



Conclusion

The Dissemination, Exploitation, and Communication (DEC) Plan for EUt+ Accelerate demonstrates the alliance's commitment to fostering innovation, inclusion, and societal impact across Europe through the use of DEC channels, methods, and tools aligned with the project's strategic long-term goals. By aligning strategic goals with carefully tailored communication and dissemination strategies, EUt+ aims to enhance its visibility, strengthen its stakeholder engagement, and ensure the long-term sustainability of its outputs.

Through the structured implementation of targeted activities—ranging from raising awareness among policymakers to engaging with students, industry partners, and the broader public—EUt+ positions itself as a transformative force in the European Higher Education Area. The DEC Plan emphasizes the importance of leveraging strategic communication channels, embracing open science principles, and fostering collaboration with diverse stakeholders to maximize the societal impact of the alliance.

As EUt+ progresses through its Accelerate phase, this document will serve as a dynamic framework to guide the alliance's efforts in promoting European values, addressing global challenges, and building the technological university of the future. By embedding the DEC Plan into its operational activities, EUt+ continues its path forward as a trailblazer in technological education, advancing innovation and societal transformation within Europe and beyond.



Annexes

List of annexes:

- + Annex A: EUT+ brand book (issued from phase 1)
- + Annex B: Common affiliation for publications signature

References

- + **Communication monitoring indicators Supporting Guide**
European Commission
Version February 2024
- + **Toolkit for the evaluation of the communication activities**
Directorate-general for communication, European Commission
Version February 2017

