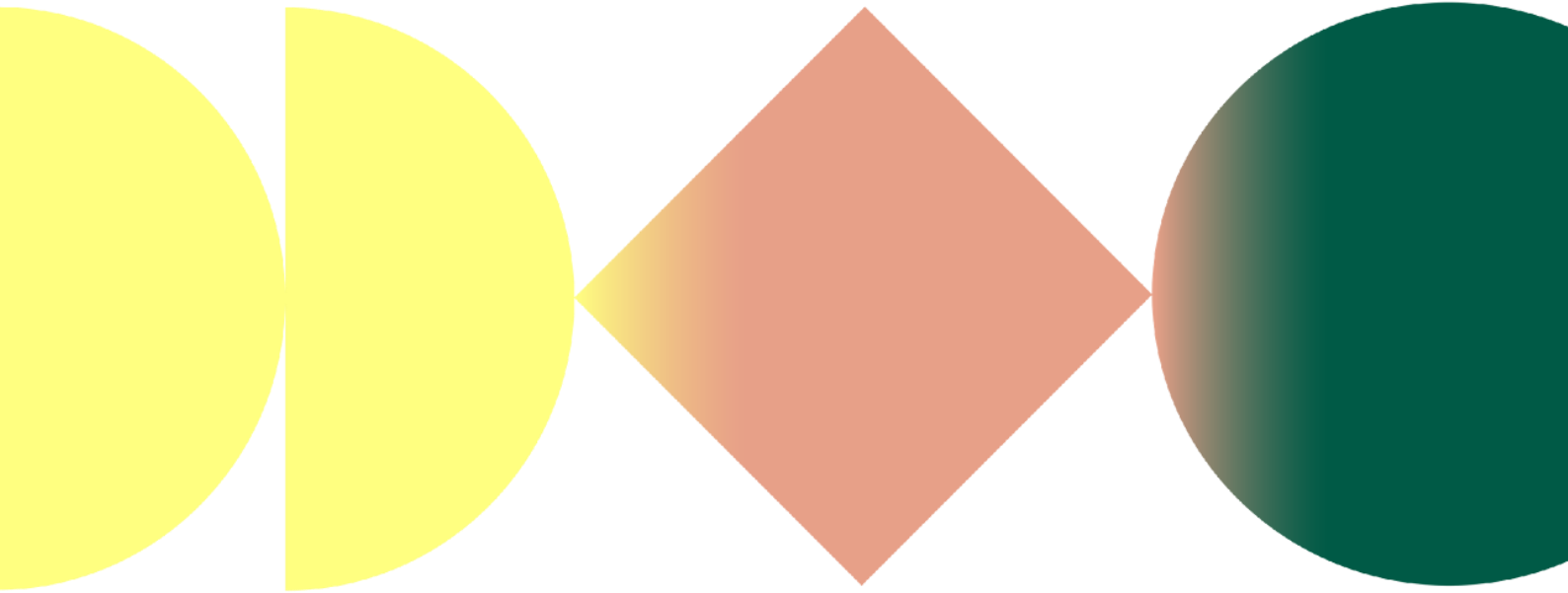


# Communication & Dissemination Strategy



UnaEuropa for Virtual Exchanges (UnaVEx) project: 2024-2027  
*Erasmus + UnaVEX Project Number: 101139159*

Work Package 05

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VIRTUAL BRIDGE  
BETWEEN EUROPEAN & AFRICAN STUDENTS  
FOR SUSTAINABLE FUTURES



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This document is the 1st full version (30.June.2024) of the “Communication and Dissemination Strategy” UnaVex project”. The document has been written by the UnaVEx teams of Helsingin yliopisto fi coordinator (*una europa partner university*), Alma Mater Studiorum - Università di Bologna (IT) (*una europa partner university*), Katholieke Universiteit Leuven (BE) (*una europa partner university*), University of Johannesburg (ZA), University of Nairobi (KE) and Université de Kinshasa (CD)

This document is the 1<sup>st</sup> version of a living document / interactive document, which will be expanded in a cumulatively manner by the UnaVEx teams based on experiences of the UnaVEx Virtual Exchanges (VEs) for moderators and students.

Contributors to this document:

**HELSINGIN YLIOPISTO FI Coordinator (*Una Europa partner university*)**

Hanna Lappalainen, Maria Dominguez, Melissa Plath, Aleks Vauhkonen, Laura Riuttanen, Julia Karhumaa, Alla Borisova

**ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA IT (*Una Europa partner university*)**

Francesco Maria Spampinato, Ana Beaven, Alessia Marchi, Francesca Primi

**KATHOLIEKE UNIVERSITEIT LEUVEN BE (*Una Europa partner university*)**

Katrien Pype, Julie Metta, Anneleen Cosemans, Allison Dunne, Jan Van Ongevalle

**UNIVERSITY OF JOHANNESBURG ZA**

Lee-Ann Modley, Isaac Rampedi, Anisa Khan

**UNIVERSITY OF NAIROBI KE**

Solomon Derese, Justus Munyoki, Anne Kamau, Margaret Jesang Hutchinson

**UNIVERSITE DE KINSHASA CD**

Raphael Tshimanga Muamba, Cush Ngongo, Gode Bola, Lisette Bonso, Felly Ngandu, Emmanuel Tsadok N. Mihaha

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## 1. Dissemination and communication strategical aims

Dissemination and communication strategical aims builds maximizing the impact of UnaVEx project. The project will educate, via virtual exchanges, 2500 students from higher education institutions around Europe and Africa in Sustainability competences, encourage them in continuing their education on the topics with the UnaEuropa MOOCs. The CLUVEX partners aim to take further their common project objective of “**providing high-quality international experiences to their respective student communities**” that are more affordable, accessible and sustainable for all types of students in Europe and Africa. The educated students and educated moderators in an international, interdisciplinary and intercultural context is expected to lead to a generation of young academics across this partnership, proficient in digital co-creation and facilitation, who will be able to conduct such trainings beyond the lifetime of the project. The UnaVEx project will empower students continue to hone their skills on a long-term basis, which will be crucial to ensure support for future generations of learners.

UnaVEx scales up UnaVEx visions and experiences to other higher education partnerships internationally. Particularly, UnaVEx aims to distribute its’ outcomes in the international networks internationally.

### Short-term UnaVEx impact

- to raise awareness about the sustainability and climate crises as well as environmental degradation in a large group of students in both Europe and Africa.
- project will be leveraged as a mechanism to foster development of green literacy, a soft skills, international cooperation and digital transformation of mobility practices in a world moving towards carbon neutrality.

The consortium partners are embedded in networks, the expected number of students who will eventually be able to benefit from the virtual exchange opportunities extends even further.

### Medium- to long-term impact

- to increase uptake and scalability of virtual exchanges in the framework of European University Alliances and strategic collaborations of higher education institutions both in Europe and Africa more broadly.
- for the HE stakeholders, the project will also seek to engage with policymakers at regional, national, European and international levels.

The project aims to disseminate its virtual exchange framework and guidelines to a wide group of stakeholders, via targeted outreach as well as participation in academic conferences, fora and events.

**In a long-term** the project contributes to a new collaboration between Sub-Saharan Africa and the EU countries in a field of on sustainability and climate change adaptation not only in research areas but in developing and implementing local and regional adaptation plans implemented by new projects. UnaVEx acts as a first action and step in this direction.

## 2. Target groups

The communication and dissemination is defined for following target groups:

Target group	Type (internal /external)
European and African students - targeting a wide range of students at all levels of higher education (Bachelor, Masters and PhD) across both the social sciences and humanities as well as the natural sciences. Special emphasis will be given to students at Master level	Project internal dissemination
Academics and teaching staff, with a particular focus on early-career researchers and students approaching the end of their studies	Project internal dissemination
Virtual Exchange practitioners, experts and facilitators	Project internal dissemination
University management, notably Vice Rectors for Teaching & Learning, International Policy as well as Digital Policy and associated departments	Project external dissemination
Policymakers at regional, national, European and international levels	Project external dissemination
Higher Education stakeholders in Europe and Africa, including other European University Alliances and strategic transnational collaborations of universities	Project external dissemination
Broader stakeholders, such as ecosystem actors and citizens at large	Project external dissemination

## 3. Dissemination activities and tools

### 3.1 Internal Dissemination

An internal campaign will target stakeholders at all levels at the participating higher education institutions, including students, professional services and academic staff. This campaign will aim to establish broad visibility of the UnaVEx project across the project consortium, beginning at the outset of the project and continuing throughout its lifetime. This will include dedicated actions, such as presentations to HEIs' administrations, departments and faculties, information sessions for students as well as general raising-awareness actions on the value of VE initiatives and international sustainability education.

Internal campaigns are implemented by

- organizing Call-for-moderators, Call-for-Virtual Exchange for students
- organizing Moderators training
- communicating with partners' universities administrations
- meetings with UnaEuropa partner universities in Europe
- meetings with UnaEuropa Africa Working Group

### 3.2 External Dissemination & Outreach

A wider dissemination and outreach campaign will be designed to facilitate the project's visibility with a large range of external stakeholders, beyond the immediate partners of the project consortium. This campaign will leverage relevant project outputs that will be of particular interest to external stakeholders and focus on boosting visibility, up-take and scalability of UnaVEx actions. The role of associated partners will be crucial in this regard.

External campaigns are implemented by

- meetings with UnaEuropa – Africa Working Group
  - Eduardo Mondlane University
  - Kampala International University
  - Makerere University
  - University of Ghana
  - University of Johannesburg (UnaVEx partner)
  - Université de Kinshasa (UnaVEx partner)
  - University of Nairobi (UnaVEx partner)
  - University of the Witwatersrand
- meetings with UnaEuropa partner universities in Europe
  - Freie Universität Berlin
  - Alma Mater Studiorum Università di Bologna
  - University College Dublin
  - University of Edinburgh
  - Helsingin yliopisto
  - Universiteit Leiden
  - Uniwersytet Jagielloński w Krakowie
  - KU Leuven, Universidad Complutense de Madrid
  - Université Paris 1 Panthéon-Sorbonne
  - Universität Zürich.
- participating international conferences, forums
- communicating with European Commission
- Collaboration with other initiatives, projects and actions

All partners are well established and recognizable organisations not only within their respective local communities but also at international level as leading higher education institutions. All partner universities engage in relevant professional and academic networks and are involved in relevant projects and initiatives in sustainability topic. The partners will leverage those networks to ensure maximum synergies and connections to contribute in high-level policy objectives and political goals related with sustainability and climate change.

Examples of relevant forums:

<b>European Association for international Education (EAIE):</b> The project results will be disseminated at the annual EAIE conference for a wide number of attendants (>6000 participants) who are practitioners of internationalisation of higher education and include a high number of participants with a special interest in Erasmus+ collaborative programmes, Virtual Exchange initiatives and practices, European University Alliances as well as education collaboration between countries within and beyond EU.
<b>Sustainability Science Days:</b> the Sustainability Science Days is an international transdisciplinary conference on sustainability sciences, which is organised on a yearly basis by UH in collaboration with Aalto University in Finland.
<b>Climate University:</b> The Climate University organises annual network meetings as well as provides ample opportunities for online engagement and communication, which can be explored to the benefit of the UnaVEx project.
<b>Innovating Higher Education Conference:</b> The Innovating Higher Education conference focuses on trends and high impact factors in global and European higher education. It is organised on an annual basis by the European Association of Distance Teaching Universities (EADTU), Europe's leading institutional association in Online, Open and Flexible Higher Education.
<b>European Conference on African Studies (ECAS):</b> organised on a biannual basis by AEGIS (originally an acronym for 'Africa-Europe Group for Interdisciplinary Studies'), a network organisation made up of Europe-based member institutions connected to research and education on and in Africa and African Studies. The conference aims to explore the continent's critical engagements with the past, present, and future of African's global entanglements

## 4. Visual identity

The UnaVEx project identity, consisting of a dedicated logo, motto (*Virtual Bridge between European and African students for sustainable futures*), hashtag, images and concepts, will be developed at the outset of the project. UnaVEx logo, two trees (Europe and Africa) interconnected from roots to shoot, represent human interactions and communications (heart) for sustainability learning (head) and actions (hands), in equilibrium with Nature. Heart, hands and heart the three pillars of UnaVEx vision for sustainable transformations.

UnaVEx logos:



UnaVEx banner:





Dedicated UnaVEx social media profiles will be created to ensure a clear online presence with timely, relevant and up-to-date content. The UnaVEx social media platforms will be used to share announcements of events and accomplished achievements, as well as strengthen the networks and interaction amongst partners and stakeholders. The social media accounts will be frequently updated to reach and engage with partners, learners and other potential stakeholders.

## 5. Communication tools

### 5.1 Project website(s)

Project website with regular news updates: <https://www.atm.helsinki.fi/unavex/>

<https://www.atm.helsinki.fi/unavex/>

**Una Europa Virtual Exchanges for Sustainability Erasmus+**

Co-funded by the European Union

Funded by European Union, Horizon 2020, Grant no. 101139159

### News

We're glad to announce that the first kick-off meeting of the UNA Europa Virtual Exchange project will take place in Johannesburg on April 17-19

April 12, 2024

We're glad to announce that the first kick-off meeting of the UNA Europa Virtual Exchange project will take place in Johannesburg on April 17-19. The goal of this pioneering partnership... [Read more](#)

Guest seminar 27.3.: Two Erasmus+ Virtual Exchange Projects for sustainability and climate change competences

March 18, 2024

Welcome to a HELSUS guest seminar on 27.3. at 10:00-11:00 in which Maria Domínguez Carrasco presents two Erasmus+ projects: Climate University for Virtual Exchanges (CLUVEX) and UnaEuropa: Virtual Exchanges for... [Read more](#)

UnaVEx introduced EVE 2023 Grant holders meeting

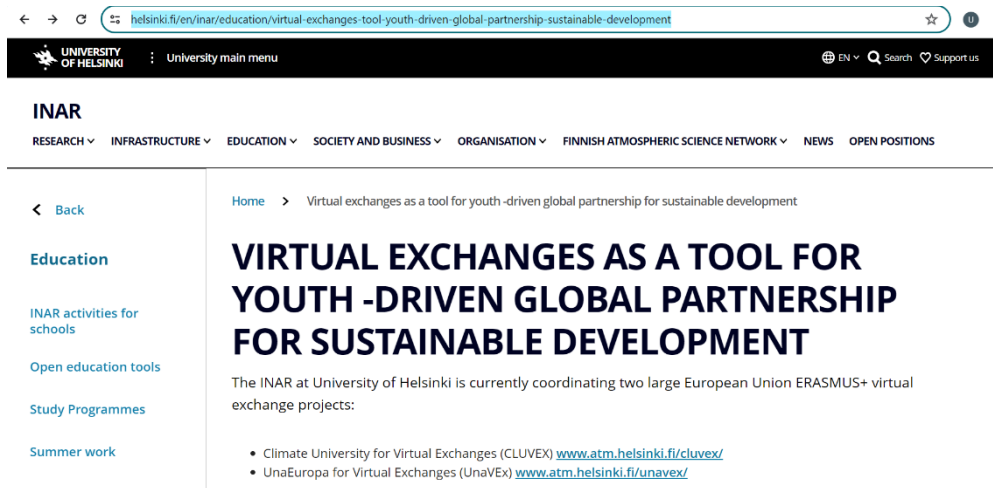
March 14, 2024

UnaVEx is introduced today at EVE 2023 Grant holders meeting organized by EUROPEAN EDUCATION AND CULTURE EXECUTIVE AGENCY (EACEA). In addition to UnaVEx there are also other new projects, starting... [Read more](#)

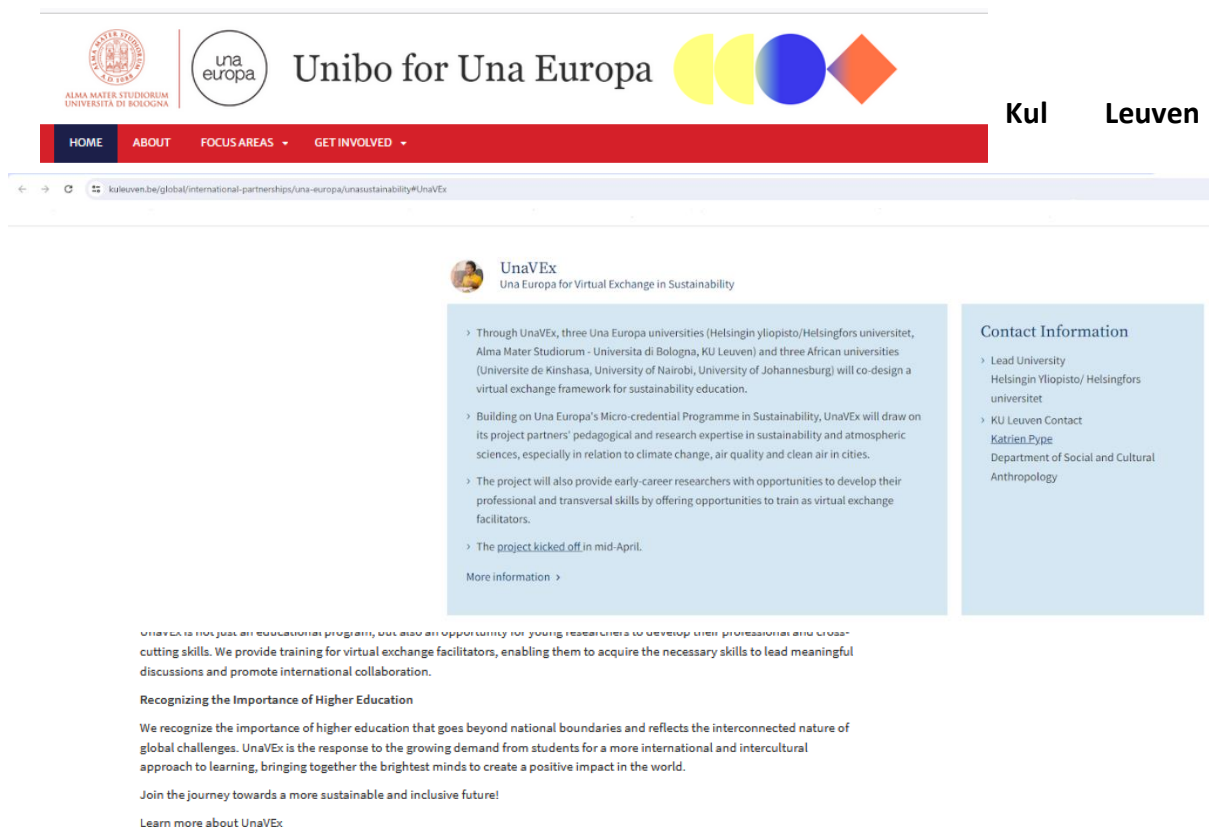
To ensure the project's visibility in the partner universities' web presence, each partner will be encouraged to create a dedicated UnaVEx webpage on their institutions' website.

University of Helsinki / Institute for Atmospheric Research (INAR):

<https://www.helsinki.fi/en/inar/education/virtual-exchanges-tool-youth-driven-global-partnership-sustainable-development>



University of Bologna (UNIBO) <https://site.unibo.it/una-europa/en/news/una-vex>



<https://www.kuleuven.be/global/international-partnerships/una-europa/unasustainability#UnaVEx>

University of Nairobi, University of Johannesburg and University of Kinshasa will established their websites by the end of September 2024.

## 5.2 Social media

UnaVEx will explore the creation of a dedicated blog to be hosted prominently on the UnaVEx project website or with UnaEuropa website, where students, academics and professional services staff engaged in this project are invited to share experiences in relation to virtual exchanges and international collaboration in a virtual context more broadly.

## 5.3 Materials

Only if relevant, tailored press kits for engagement with a wide range of different media outlets will be developed, including press releases, images, brand book and audio files, which will be at the disposal of the partners throughout the project's lifetime and beyond.

# 6. Communication and dissemination plan

Annual plan for implementing the communication and dissemination strategy

**Living tables to be updated regularly.**

**year 2024 (version dated 26.June.24)**

Activity	type	time (if applicable)
project website (www / news to updated in a continous manner)	intern/external	Mar
project websites at the partner universities	intern/external	May-Sep
project Google Drive	internal	Feb
Guest seminar at the HELSUS/ University of Helsinki, presentation on virtual exchanges CLUVEX / UnaVEX by Maria Dominguez	external	Mar
project visual identity (logo)	intern/external	May
opening the 1 <sup>st</sup> Call-for-moderators	intern/external	Sep
opening the 1 <sup>st</sup> Call-for-virtual exchange week (students)	intern/external	Oct / Nov
setting up the DigiCampus for moderators / students internal communication	internal	Oct
meeting with UnaEuropa assembly / Africa WG	external	1 <sup>st</sup> meet 26.June
presenations at international conferences		

UnaEuropa Office interview (HL, Ann-Lee)	external	Apr
NewsTank Academic interview (HL)	external	June
The 4th International Forum on Big Data for Sustainable Development Goals, China, 2024 (Virtual Exchange abstract submitted / preliminary accepted as on-line oral presentation)		sep

## year 2025

Activity	type	time
opening the 2 <sup>nd</sup> Call-for-moderators	internal/external	
opening the 2 <sup>nd</sup> Call-for Students	internal/external	
opening the 3 <sup>rd</sup> Call-for-moderators		
opening the 3 <sup>rd</sup> Call-for Students		
establishing a network of educated "Climate Advocates" (e-mail list, e-platform)		

## year 2026

Activity	type	time
opening the 4 <sup>th</sup> Call-for-moderators	intern/external	
opening the 4 <sup>th</sup> Call-for Students		
opening the 5 <sup>th</sup> Call-for-moderators		
opening the 5 <sup>th</sup> Call-for Students		
Final e-conference & press release on the main results. Inviting all stakeholders of the networks (can be part of the Africa WG meeting)		
Expanding the network of educated "Climate Advocates" (e-mail list, e-platform)		
publishing peer reviewed scientific paper, all partners are co-authors		