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BAUHAUS4EU
European University Alliance

COMMUNICATION, EXPLOITATION AND OUTREACH PLAN



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COMMUNICATION, EXPLOITATION AND OUTREACH PLAN

Work Package 11: Communication, Dissemination,
Exploitation

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Document Overview

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1. EXECUTIVE SUMMARY

The European University Alliance BAUHAUS4EU – a European University for Resilient, Sustainable, Inclusive and Beautiful Regions sits within the context of the UN's Sustainable Development Goals, the European Green Deal and the European Commission's New European Bauhaus Initiative as well as the regional contexts of its members. Comprising ten universities from nine countries and 67 associated partners representing diverse urban and rural regions across Europe, the alliance will form a joint European campus as well as a research and education community for their 124.000 students and 10.000 staff. The alliance will also collaborate closely with their regional ecosystems in order to co-create solutions for the transition into a resilient, sustainable, inclusive, and culturally enriching future while promoting a strong European identity.

This Communication, Dissemination and Outreach Plan for the BAUHAUS4EU Alliance is designed to support the strategic communication efforts of the alliance. Developed in the first year, this plan will be revisited and refined in a second version due in February 2027 (Month 26 of the project implementation). The Plan serves as a framework to coordinate various dissemination and communication activities within the alliance and across partner institutions, encompassing both institutional levels and different BAUHAUS4EU work packages.

The Communication, Dissemination and Outreach Plan outlines key objectives and the expected impact of communication activities, identifies target audiences, articulates key messages and tone of voice, and details communication processes and tools. Additionally, the Plan establishes a timeline with milestones and describes the monitoring and evaluation procedure. It also addresses exploitation measures to ensure the long-term success and sustainability of the BAUHAUS4EU Alliance and presents the institution-specific communication channels of its ten member universities.

The overarching goal of the strategies and measures outlined in the Plan are to enhance awareness of the alliance's achievements and values, engage targeted communities, and increase visibility among stakeholders.



2. INTRODUCTION

The deliverable outlines the communication, dissemination and exploitation strategies for the BAUHAUS4EU alliance – A European University for Resilient, Sustainable, Inclusive and Beautiful Regions. The goals of communication and dissemination are closely linked and play a key role in raising awareness about the BAUHAUS4EU alliance's achievements, activities and values. These activities aim to involve targeted communities, generate interest, and increase BAUHAUS4EU's visibility and recognition among both internal and external stakeholders.

The document is divided into dedicated sections, each detailing the key actions and processes that will enable the BAUHAUS4EU consortium to develop consistent and effective communication, dissemination, and exploitation activities. It outlines the coordination of communication activities within the consortium and details the tools employed to rapidly and effectively disseminate the project's key results to targeted audiences, including students, university staff, regional partners, policymakers, and the general public.

In summary, deliverable D11.1 aims to:

- Define the communication, dissemination and exploitation goals of the project,
- Identify the target groups for the communication, dissemination and exploitation activities,
- Describe the main communication and dissemination channels and a plan for their development,
- Identify main topics and challenges worth disseminating and communicating,
- Plan, manage and monitor specific communication, dissemination and exploitation events and activities.

This Communication, Exploitation and Outreach plan will be revisited and improved in a second version (D 11.2) due in February 2027 (Month 26 of the project implementation).

A European University alliance fostering engagement at local, regional, national and European level

The BAUHAUS4EU alliance is designed to align with and reinforce local priorities at institutional, regional, national and European level. By encouraging collaboration between universities, regional partners and policymakers, the project plays a key role in promoting sustainable development, cultural innovation, and the transformation of education in diverse local contexts. Guided by the values and principles of the "New European Bauhaus" initiative, the alliance aims to contribute to the resilience, sustainability, inclusion, and cultural enrichment at local to European level.



Further, one of the major objectives of the alliance is to transition from individual educational institutions into one joint European campus. This transformation includes governance and management reforms to foster sustainable collaboration.

By sharing resources and leveraging complementary strengths on a European scale, the alliance seeks to strengthen the quality, competitiveness and performance of all member institutions and their regional innovation ecosystems.

Institutional level

At the institutional level, BAUHAUS4EU reinforces partnerships among universities, research centres, and local stakeholders. The alliance:

- Promotes interdisciplinary collaboration within and between institutions,
- Expands internationalization efforts by providing mobility opportunities as well as joint education projects for students, academic and administrative staff,
- Develops training programs that equip students and staff with skills relevant to the green and digital transformation, while also fostering multilingualism and intercultural competencies.

Regional level

On a regional scale, the project contributes to economic and social development by:

- Supporting regional innovation ecosystems through partnerships with businesses, startups, and cultural institutions,
- Aligning with regional sustainability goals, particularly in rural and urban development, climate action, and creative industries,
- Promoting heritage preservation and sustainable design to reinforce the region's cultural and historical identity,
- Strengthening the local job market by promoting connections between university and regional partners, ensuring that graduates possess skills relevant to regional labour needs that also reflect the Regional Innovation Smart Specialisation Strategies (RIS 3).



National level

At the national level, BAUHAUS4EU aligns with key policy priorities and contributes to broader educational and economic strategies:

- Supporting national education and research policies that promote interdisciplinary learning and innovation,
- Contributing to the green and digital transition through all university missions,
- Enhancing collaboration with national funding agencies to ensure long-term sustainability beyond the project's duration,
- Influencing policy discussions to support sustainable development as a core priority in national development strategies.

European level

At the European level, BAUHAUS4EU aims to foster unity and collaboration between member states by:

- Aligning with European strategies and frameworks, to ensure that universities contribute to Europe's long-term goals,
- Promoting cross-border collaboration in education and research to strengthen Europe's capacity for innovation, particularly in emerging technologies related to sustainability, design and urban transformation,
- Encouraging the development of joint European projects focused on solving global problems such as climate change, digitization and social inequalities,
- Supporting European policies that create synergies between education, innovation and research in member states, ensuring that efforts at institutional, regional and national levels contribute to the wider European agenda.



3. KEY OBJECTIVES AND STRATEGIC AMBITION

BAUHAUS4EU's communication plan is designed to increase the project's visibility, involve key stakeholders, strengthen collaboration and ensure the long-term impact of its results. The plan focuses on targeted and strategic communication to effectively disseminate project's results, encourage collaboration, and foster adoption across sectors.

3.1. Key objectives

The key objectives of BAUHAUS4EU communication and dissemination activities are:

- **Increase awareness and visibility**
 - Promote the BAUHAUS4EU alliance, its goals, and its expected impact across diverse audiences,
 - Establish a strong and recognizable project identity through branding, media presence, and awareness-raising measures.
- **Engage and mobilize key stakeholders**
 - Develop targeted communication strategies to connect with students, university staff, regional partners, policymakers and the general public,
 - Encourage active participation in events, discussions, and initiatives linked to the project.
- **Ensure transparency and accessibility**
 - Provide clear, accessible, and regular updates on project activities, progress, and results,
 - Use open-access platforms, publications, and digital tools to share results widely.
- **Maximize the dissemination of knowledge and best practices**
 - Share results, methodologies, and innovative solutions with relevant audiences,
 - Publish academic articles, policy briefs, and case studies to ensure impact.
- **Encourage cross-sector collaboration**
 - Promote dialogue between universities, businesses, associations and government institutions,
 - Organize workshops, training sessions, and networking events to promote interdisciplinary cooperation.
- **Facilitate long-term sustainability of project results**
 - Develop strategies for maintaining and expanding BAUHAUS4EU initiatives beyond the project's life-cycle,



- Set up structures to maintain ongoing engagement with stakeholders after the end of the project.
- **Support policy integration and standardization efforts**
 - Ensure compliance of project results with current European and national policies on education, sustainability, and cultural innovation.
 - Contribute to standardization processes to ensure the sustainability of BAUHAUS4EU methodologies.

Strategic dissemination of knowledge and engagement of key stakeholders will support the integration of project results into long-term policy and practice at institutional, regional and European level.

3.2. Strategic ambition and expected impact

The communication activities within BAUHAUS4EU will focus on the following three fields of action, each fostering the alliance's strategic ambition and impact:

- **Raise awareness about BAUHAUS4EU as a European University Alliance:**
 - **For the BAUHAUS4EU community** (student and staff of BAUHAUS4EU member universities): Increase engagement by involving more participants in BAUHAUS4EU activities, promote cross-institutional collaborations, and strengthen the community's identity. This will ensure sustainable growth, improve brand recognition, and consolidate BAUHAUS4EU's position in European higher education.
 - **For external audiences:** Position BAUHAUS4EU as a key player in education, research, regional development, and policy, raise awareness about European University Alliances, and emphasize BAUHAUS4EU's role in advancing the European Higher Education Area and its key initiatives.
- **Disseminate the results and achievements of the BAUHAUS4EU alliance:**
 - **Improve internal communication:** Improve communication between all project stakeholders to ensure smooth flow of information between work packages.
 - **Update strategic documents:** Review and update communication and dissemination documents to reflect current needs, trends, and project objectives. These documents will be discussed within the communication team of the alliance and implemented in accordance with the project's evolving communication strategy.
 - **Policy dialogue and media relations:** BAUHAUS4EU will engage in discussions with key stakeholders, including local, regional, and national ministries, policy-makers, and European institutions.



- The goal is to address challenges related to the implementation of the European Universities initiative, present project achievements, provide policy recommendations, and collaborate on their implementation. BAUHAUS4EU will also strengthen its relations with media, with particular attention to those specialized on European topics, higher education and academic responsibility, while also engaging with other media to increase the alliance's visibility.
- **Exploitation to facilitate long-term success and sustainability:**
 - **Facilitate BAUHAUS4EU's sustainability beyond its initial phase:** Establish strategies that will ensure the Alliance continues to grow even after the EU-funded phase as an ERASMUS+ project ends. This involves creating ways to secure long-term funding, as well as lasting partnerships, and collaborations.
 - **Form strategic networks with external stakeholders:** To achieve sustainability, we will focus on forming strategic alliances with external stakeholders, including policy-makers, regional actors and other educational organizations. Regional partners will play a key role in creating local networks and supporting the integration of the alliance into regional economic, cultural and social dynamics.



4. TARGET AUDIENCES

To maximize the impact of the BAUHAUS4EU alliance, its direct beneficiaries must be well-informed, actively engaged, and continually aware of its activities and goals. Different target groups require tailored approaches that address their specific needs and interests. Reaching the right audiences depends on selecting and utilizing the most appropriate communication channels for each group. Careful identification and strategic use of these channels are therefore key to ensuring effective outreach.

4.1. Primary audiences

The primary audiences consist of stakeholders directly involved in education, research, and innovation within the BAUHAUS4EU alliance:

- Students (undergraduate, postgraduate, PhD candidates, lifelong learners)
- Academic staff (professors, lecturers, researchers)
- Administrative staff
- Research institutions and labs
- University administrators and project managers
- BAUHAUS4EU associated partners and other regional stakeholders

These groups will benefit from enhanced collaboration, knowledge sharing, and access to new education, training and research opportunities within the Alliance.

4.2. Secondary audiences

The secondary audiences are external stakeholders who influence or benefit from the project's outcomes:

- Prospective students, doctoral candidates and staff of BAUHAUS4EU member universities
- Alumni of BAUHAUS4EU member universities
- Local authorities and policymakers (regional/national education and cultural ministries, EU institutions)
- Industry partners and associations (businesses, startups, innovation hubs, and organizations)
- The general public (citizens interested in sustainability, cultural heritage, and education)
- Other European University Alliances and networks (to foster cross-project collaboration and exchange of best practices)



- European commission and other EU institutions active in the European Education Area
- The «New European Bauhaus» – initiative and community

To ensure a thorough understanding of each group's needs and expectations, preliminary surveys and face-to-face interviews will be conducted. This approach will:

- Gather essential information to adapt messages and awareness-raising strategies,
- Develop personas for each target group, highlighting their interests, challenges and key benefits of engaging with BAUHAUS4EU.

During the lifetime of the project, the categories will be refined to better adjust to the changing communication needs.

Table 4.1 outlines BAUHAUS4EU's main target audiences, the messages adapted to each group, and the main communication channels and tools for effectively reaching and engaging these audiences. It covers both primary and secondary audiences, ensuring a comprehensive approach to create awareness, involvement and collaboration.

Table 4.1 BAUHAUS4EU main target audiences and corresponding communication approaches

	Target audience WHO?	Key messages WHAT?	Outreach channels WHERE?
Primary audiences	Students (undergraduate, postgraduate, PhD candidates, lifelong learners)	Create awareness, generate engagement, disseminate the project's outcomes and results, encourage involvement in the activities of the Alliance, showcase the added value of BAUHAUS4EU	Digital channels (BAUHAUS4EU website, podcast, member universities' channels, newsletter, social media: Instagram, LinkedIn), events (internal, local), physical channels (e.g. brochures, posters, leaflets)
	Academic staff (professors, lecturers, researchers)	Create awareness, generate engagement, disseminate the project's outcomes and results, encourage involvement in the activities of the Alliance, showcase the added value of collaboration within BAUHAUS4EU	Digital channels (BAUHAUS4EU website, podcast, member universities' channels, newsletter, social media: LinkedIn), events (internal, local), physical channels (e.g. brochures, posters, leaflets)

Primary audiences	Administrative staff	Create awareness, generate engagement, disseminate the project's outcomes and results, showcase the added value of collaboration within BAUHAUS4EU	Digital channels (BAUHAUS4EU website, podcast, member universities' channels, newsletter, social media: LinkedIn), events (internal, local), physical channels (e.g. brochures, posters, leaflets)
	Research institutions and labs	Encourage involvement of research labs in alliance activities linked to education and training	Digital channels (BAUHAUS4EU website, social media: LinkedIn), events (e.g. university's open days, info sessions), physical channels (e.g. brochures, posters, leaflets)
	University administrators and project managers	Create awareness, generate engagement, disseminate the project's outcomes and results, showcase the added value of collaboration within BAUHAUS4EU and the Alliance's capacity to act as a role model	Digital channels (BAUHAUS4EU website, podcast, member universities' channels, newsletter, social media: LinkedIn), events (internal, local)
	BAUHAUS4EU associated partners and other regional stakeholders	Present the added value of collaboration with BAUHAUS4EU, encourage involvement in the activities of the Alliance	Digital channels (BAUHAUS4EU website, podcast, member universities' channels, social media: Instagram, LinkedIn), events, press and media releases
Secondary audiences	Prospective students, doctoral candidates and staff of BAUHAUS4EU member universities	Encourage involvement in the activities of the Alliance	Digital channels (BAUHAUS4EU website, podcast, social media: Instagram, LinkedIn), events (internal, local, e.g. university's open days, info sessions), physical channels (e.g. brochures, posters, leaflets)

Secondary audiences	Alumni of BAUHAUS4EU member universities	Create awareness, generate engagement, disseminate the project's outcomes and results	Digital channels (BAUHAUS4EU website, podcast, newsletter, social media: Instagram, LinkedIn), events
	Local authorities and policymakers (regional/national education and cultural ministries, EU institutions)	Ensure the alliance's position as an important stakeholder on the higher education scene, showcase the alliance's capacity to act as a role model for other HEIs institutions and its added value to the sustainability transition of the region	Digital channels (BAUHAUS4EU website, member universities' channels, social media: LinkedIn), events, press and media releases
	Industry partners and associations (businesses, startups, innovation hubs, and organizations)	Ensure the alliance's position as an important stakeholder on the higher education scene and present the added value of collaboration with BAUHAUS4EU	Digital channels (social media: Instagram, LinkedIn), events, press and media releases
	The general public (citizens interested in sustainability, cultural heritage, and education)	Represent and ensure the central position of BAUHAUS4EU in the international higher education scene	Digital channels (Podcast, social media: Instagram, LinkedIn), events, press and media releases
	Other EU Alliances and networks	Foster cross-project collaboration and exchange of best practices, ensure the alliance's position as an important stakeholder within higher education scene, showcase BAUHAUS4EU's capacity to act a role model for other alliances	Digital channels (BAUHAUS4EU website, podcast, member universities' channels, social media: Instagram, LinkedIn), events



Secondary audiences	European commission and other EU institutions active in the European Education Area	Showcase the Alliance's capacity to act as a role model for other HEIs institutions	Digital channels (BAUHAUS4EU website, member universities' channels, social media: Instagram, LinkedIn), events, press and media releases
	New European Bauhaus – initiative and community	Showcase the Alliance's capacity to act as a role model for other HEIs institutions and sustainable regional development	New European Bauhaus Newsletter, Contribution to events and collaboration with community (f.i. DigiNEB, CrAFt, NEBULA, NEB Lighthouses, NEB Labs, NEB Facility)



5. KEY COMMUNICATION MESSAGES

A clear definition of key communication elements is fundamental to the BAUHAUS4EU alliance's communication plan. These elements – key messages, tone of voice, language, brand image, and visual consistency – provide a framework that will guide the way in which we convey our messages and ensure target-oriented, coherent, and effective communication across all platforms and dissemination activities.

5.1. Key messages

The communication and dissemination messages of BAUHAUS4EU will focus on addressing key questions, including:

- What is BAUHAUS4EU, and what are its goals? What core values, objectives, and ambitions drive the project?
- Who are the members of BAUHAUS4EU, and what opportunities exist for their communities to get involved?
- What are the specific objectives of the BAUHAUS4EU alliance, and what are its expected results and achievements?
- How can students, academic and administrative staff benefit from their university's participation in the alliance ?
- What is the societal impact of the Alliance, particularly in terms of its influence on local, regional and European level?
- Why should stakeholders support the Alliance and participate in its activities?
- How does BAUHAUS4EU contribute to strengthening the integration, internationalisation, and overall attractiveness of European higher education?

5.2. Tone of voice

The tone of BAUHAUS4EU communication should be primarily formal, reflecting the official nature of the project and its alignment with the goals of both the European Universities initiative and the New European Bauhaus initiative.

The tone must convey professionalism and authority while also maintaining flexibility, inclusivity, and diversity, adapting to the needs of various stakeholders. It should also reflect our shared values, including taking responsibility for a sustainable future, human-centredness and empathy, diversity, inclusion and gender equality, being responsible European citizens, intercultural competence and multilingualism, academic freedom, kindness, joy and happiness.



To effectively engage different audiences, especially students, and PhD candidates, the tone may shift to a more informal and approachable style, making the content more relatable and engaging.

This flexibility should also be evident in the choice of communication channels and tools, with a more casual tone and colloquial expressions used where appropriate, such as on social media platforms.

In this way, our communication will not only be professional and inclusive, but also deeply grounded in our core values, promoting authentic and respectful interactions.

5.3. Language

To successfully communicate and engage with our audiences, BAUHAUS4EU will take a strategic approach to slogans, hashtags, linguistic correctness and multilingual content.

Slogan and hashtags

BAUHAUS4EU needs a strong and meaningful motto to effectively convey and promote the values and mission of the Alliance. A dedicated tagline and hashtags will be used in communication campaigns to raise awareness and foster engagement with our audiences.

To ensure consistency and visibility across all platforms, the primary hashtags for BAUHAUS4EU communication will be #B4EU, #BAUHAUS4EU, #EuropeanCollaboration, #ShapingTheFuture, #EuropeanUniversities and #TogetherforEurope. These will be integrated into all our outreach efforts, adapted to each occasion, to highlight the project's commitment to sustainability, innovation, and cross-border cooperation.

The hashtag #B4EU, phonetically 'Be for EU' (or 'for the European Union, Europe'), symbolises the idea of 'together for Europe', a strong message of solidarity and cooperation within the European Union. Based on the topic of the communication message, a broader range of hashtags related to the project can be used, such as #ResilientRegions, #SustainableRegions, #InclusiveRegions and #BeautifulRegions, to better highlight the specific values and objectives of BAUHAUS4EU.

Linguistic correctness

One of our priorities is the attention paid to linguistic and grammatical accuracy in our communication channels and publications as part of the BAUHAUS4EU alliance.



Therefore, one of the tasks of the BAUHAUS4EU editorial committee (see section 5.1 below) is to proofread and ensure the linguistic correctness and consistency of all published communications. Please note that the correct spelling of the alliance name is BAUHAUS4EU (and not Bauhaus4EU).

British English and local languages

British English, being the primary language of BAUHAUS4EU, will continue to be used as the basic language for communication on the alliance's channels. Given the multilingual nature of the alliance, each member university produces and distributes communication material in its local language (social media posts, website articles, press releases, leaflets and brochures in local languages). The local languages used will be: Albanian, Bulgarian, French, German, Greek, Italian, Polish, Portuguese and Swedish.

5.4. Brand image and visual consistency

BAUHAUS4EU will maintain a unified brand identity, using consistent visual elements such as logos (examples of the logo are presented in Fig. 1), fonts, colour palettes, and templates.

This consistency ensures a cohesive and recognizable presence across all communication materials, including websites, social media, and documents.

The goal is to reinforce BAUHAUS4EU's brand recognition and make its mission and vision easily identifiable to all stakeholders.



Fig. 1: Examples of the alliance logo



5.5. Contractual obligation on the use of European Union emblem with the co-funding statement and disclaimer

All the communication activities of the beneficiaries related to the alliance (such as media relations, conferences, seminars, as well as promotional material such as brochures, flyers, posters, presentations, etc., whether in electronic form, distributed via traditional media or digital channels) are contractually obligated to acknowledge the European Union support, display the European flag (emblem) (see Grant Agreement, Art. 17.2) and include the disclaimer (see Grant Agreement, Art. 17.3, examples of the emblem and the disclaimer are presented in Fig. 2), translated into local languages, where applicable:

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

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

The beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

[For more details, please consult Article 17 of the Grant Agreement and read the European Commission Visual Identity Guideline.](#)

[The emblem including the funding statement can be downloaded in the Download Center of the European Commission.](#)



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Fig. 2: European flag (emblem) and disclaimer

*For more variants and uses cases, please
read the European Commission Visual Identity
Guideline*

6. COMMUNICATION PROCESSES, CHANNELS AND TOOLS

In order to ensure smooth and efficient flow of information within the alliance, BAUHAUS4EU will implement specific communication processes, channels and tools, with particular focus on internal and external communication procedures.

6.1. Communication procedures



Fig. 3: Paths of communication for the dissemination of the alliance results and activities between and within BAUHAUS4EU institutions



To facilitate communication within the alliance, we have set up an editorial committee overseeing all the communication content distributed on the alliance's digital platforms (website, social media, etc.).

To ensure smooth and effective implementation of communication content, we have defined three scenarios and tailored corresponding communication pathways (these scenarios are also presented in Fig. 3):

- **Dissemination of alliance-related information on partner university channels:** The editorial committee prepares and distributes information about the alliance on its own communication channels, and then sends this content to the communication officers of the partner universities so that it can be shared on their respective channels.
- **Dissemination of partner universities' information on the alliance's channels:** The communication officers of the partner universities gather information of potential interest to the alliance. This information is then sent to the editorial committee, which is responsible for publishing it on the most appropriate platforms (social media, website, etc.).
- **Direct communication between communication officers:** The communication officers at each partner university are also responsible for transmitting relevant information of potential interest to other partner universities, facilitating the sharing of news and information within the network.

This approach and procedure facilitates smoother exchanges and ensures coherent, effective communication across the alliance.

6.2. Communication channels

The communication channels and tools for internal and external communication are designed to ensure smooth coordination within the alliance and to strengthen BAUHAUS4EU's visibility and demonstrate its commitment to impact. Figure 4 provides an overview on the BAUHAUS4EU communication channels and tools.

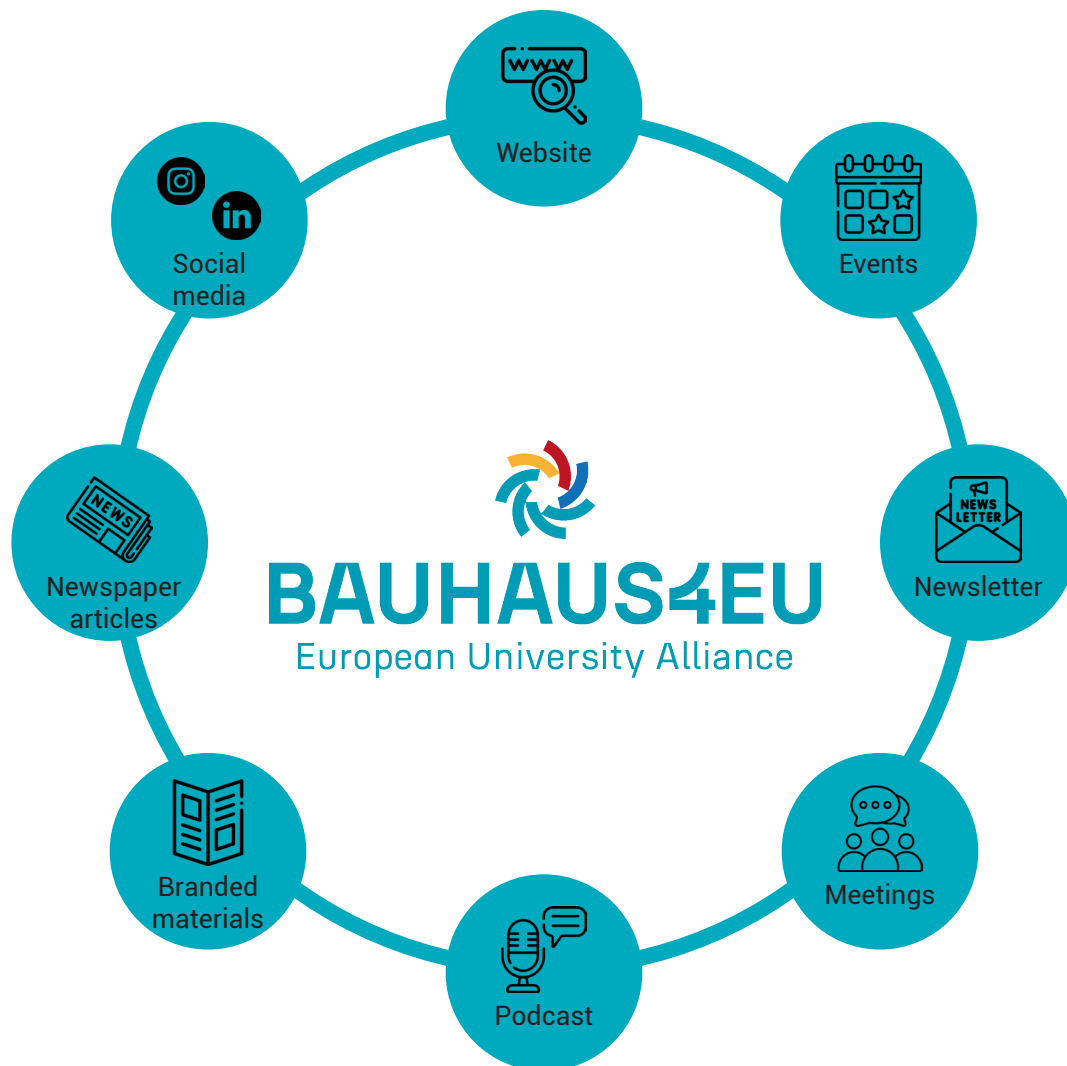


Fig. 4: Communication channels and tools

Internal communication

Internal communication is essential to enable fruitful coordination and collaboration between and within all partner institutions in the project. The following channels and tools will be employed to promote effective communication among all team members, project partners, and stakeholders involved in BAUHAUS4EU:



Email Newsletters: Monthly newsletters will be sent to keep all members informed about key project developments, upcoming events, and new opportunities. Tailored content will be provided to different stakeholder groups within the alliance, to ensure relevance and clarity. The newsletters will also highlight successes, milestones and collaborative achievements, helping to foster a shared vision among the participants.

Collaborative platform and tools: To facilitate interaction and information sharing, BAUHAUS4EU is using a collaborative digital platform. This platform serves as a central hub for document sharing, project updates, task management, and communication between teams. Further digital tools will be used to enhance team collaboration, allowing members to stay connected regardless of their geographical location. The platform will also allow for the integration of feedback and ideas from different partners, ensuring an open and inclusive communication environment.

Regular virtual and in-person meetings: Regular meetings (twice a month) will be scheduled to ensure continuous communication and coordination between all project partners. Occasional meetings may also be organized depending on the specific needs of the project. These meetings will provide a space to discuss progress, address challenges, and align on next steps. Digital communication tools will be used for these meetings, to ensure accessibility to participants from all member institutions.

In addition to virtual meetings, face-to-face meetings will be organized periodically to build stronger relationships, facilitate discussions, and ensure deeper collaboration. These face-to-face meetings may be held at different partner locations or during major project events (e.g. BAUHAUS4EU Forums). They will provide an opportunity to share best practices and deepen collaboration.

By combining email newsletter, collaborative digital tools, and both virtual and in-person meetings, BAUHAUS4EU will ensure a consistent and effective flow of information among all project stakeholders, promoting transparency, collaboration, and long-term success. These tools will not only improve day-to-day communication but also create a collaborative culture that supports the overall goals of the project.

External communication

Effective external communication is essential to raise awareness of the BAUHAUS4EU alliance, engage with the various stakeholders, and ensure transparency and visibility throughout the duration of the project. This strategy aims to reach a broad audience, including external partners, policymakers, the general public, and the wider academic community.



Digital channels

Dedicated project website: The BAUHAUS4EU website (<https://www.bauhaus4.eu/>) will include sections dedicated to project objectives, milestones, key achievements, and the latest news. It will also offer access to publications, reports, event information, and other resources, making it easy for stakeholders to stay informed about the progress and outcomes of the alliance. We will carry out a needs analysis with key stakeholders, such as Work Package contributors, Council members, etc., via online surveys and dedicated meetings.

The website will eventually be integrated into a collaborative digital platform. This platform will serve as the central hub for all updates, resources, and results: it will support seamless digital interactions between alliance members and provide space for joint activities and events for all target groups.

Social media platforms (LinkedIn, Instagram): Social media is an important tool for spreading project news, engaging with a wider audience, and promoting interaction between stakeholders. Platforms such as LinkedIn and Instagram will be used to share milestones, event highlights and testimonials from employees, students, and other members of the partner HEIs. These posts can also include behind-the-scenes updates, photos, and short videos to showcase the impact of BAUHAUS4EU and its various initiatives, promoting a sense of community and excitement.

All content shared must be clearly linked to the BAUHAUS4EU alliance and may not be used solely to promote individual academic activities. The primary language used on our social media channels will be British English, except in case of reposts or joint collaborations where other languages may be appropriate.

Depending on popularity and demand, other social media accounts may be created to reach an even wider and more diverse audience.



LinkedIn: <https://www.linkedin.com/company/bauhaus4eu/>

Main target audience: Students, academic and administrative staff, research institutions and labs, university administrators and project managers, prospective students, doctoral candidates and staff of BAUHAUS4EU member universities, alumni of BAUHAUS4EU member universities, BAUHAUS4EU associated partners, local authorities and policymakers, industry partners, general public, other EU Alliances and networks, European commission and other EU institutions active in the European Education Area.

Content type: Information about academic partnerships, professional events, research, collaborations, etc.



Objective: Build professional connections, develop partnerships, promote collaborative initiatives and projects.



Instagram: <https://www.instagram.com/bauhaus4eu/>

Main target audience: Students, prospective students and doctoral candidates

Content type: Visually appealing posts, university related events, highlights (e.g. photos, videos from conferences, student projects, behind-the-scenes...)

Objective: Build an engaged, visually stimulating community, encourage interaction and engagements (likes, shares, comments).

Email newsletters: Email newsletters will be sent periodically to various stakeholders, providing them with targeted updates on the project's progress, upcoming events, and other relevant developments. These newsletters will be adapted to different audiences, including students, life-long learners, academic and administrative staff and regional stakeholders. They will highlight key milestones, achievements, and opportunities for involvement in the project, to keep external stakeholders engaged and well-informed.

Podcasts: Throughout the project, a series of podcasts will be introduced to share in-depth discussions and personal stories related to BAUHAUS4EU. Covering mainly projects initiatives, events, exploration opportunities in higher education in Europe and student and staff experiences, each episode will highlight key moments and insights from the Alliance. These podcasts will be available in English and be published on the BAUHAUS4EU website, offering listeners an accessible and on-demand way to stay informed about the project's activities and its impact on the community.

Promotional videos: A series of promotional videos will be created to highlight the main objectives, achievements and impact of the BAUHAUS4EU project. The videos will feature testimonials from students and staff, highlighting the benefits of collaboration within the alliance. They will be shared on different platforms, including social media, the BAUHAUS4EU website and partner institutions' channels, in order to increase visibility and involve a wider audience in the project's objectives and results.



Table 6.1 outlines BAUHAUS4EU's digital channels, identifying the main target audience for each channel, the types of content and the main objectives.

Table 6.1 BAUHAUS4EU's digital communication channels

Digital channels	Main target audience	Content type	Objective
Project website	Students, academic and administrative staff, research institutions and labs, university administrators and project managers, prospective students, doctoral candidates and staff of BAUHAUS4EU member universities, Alumni of BAUHAUS4EU member universities, BAUHAUS4EU associated partners, local authorities and policymakers, other EU Alliances and networks, European commission and other EU institutions active in the European Education Area	Detailed information about the project, objectives, milestones, key achievements, results, upcoming events, publications, reports, and latest news and other resources	Provide a centralized platform to share essential information about the project, ensure transparency, grant access to resources, and promote stakeholder engagement throughout the project
Social media: LinkedIn	Students, academic and administrative staff, research institutions and labs, university administrators and project managers, prospective students, doctoral candidates and staff of BAUHAUS4EU member universities, alumni of BAUHAUS4EU member universities, BAUHAUS4EU associated partners, local authorities and policymakers, industry partners, general public, other EU Alliances and networks, European commission and other EU institutions active in the European Education Area	Information about academic partnerships, professional events, research, collaborations	Build professional connections, develop partnerships, promote collaborative initiatives and projects

Social media: Instagram	Students, prospective students and doctoral candidates	Visually appealing posts, university related events, highlights (e.g. photos, videos from conferences, student projects, behind-the-scenes...)	Build an engaged, visually stimulating community, encourage interaction and engagements (likes, shares, comments)
Email newsletters	Students, academic and administrative staff, university administrators and project managers, alumni of BAUHAUS4EU member universities local authorities and policymakers, industry partners	Project progress and results, event announcements, activity updates, and information on upcoming steps	Maintain regular and targeted communication with stakeholders, keep them informed about progress, upcoming events, other relevant developments and encourage greater collaboration and participation throughout the project
Podcasts	Students, academic and administrative staff, prospective students, doctoral candidates and staff of BAUHAUS4EU member universities, alumni of BAUHAUS4EU member universities, BAUHAUS4EU associated partners, general public, other EU Alliances and networks	Interviews (staff and students experiences), discussions on project initiatives, exploration opportunities in higher education in Europe, presentation of key project results and insights from the Alliance	Provide engaging audio content to share project ideas and results, attract a wider audience, and create a space for discussion on educational and sustainability issues in Europe
Promotional videos	Students, academic and administrative staff, general public	Highlights of the BAUHAUS4EU alliance (interviews with students and staff, success stories, project milestones...), look back at some of the events	Raise awareness of the BAUHAUS4EU alliance, promote its values and impact and encourage greater involvement and support



Traditional media

Press releases for significant milestones: Press releases will be distributed to announce key developments and significant milestones reached by the BAUHAUS4EU alliance. These releases will highlight important achievements, new partnerships, and high-impact activities. Press releases will be strategically timed to align with major project phases, to ensure maximum media coverage and public awareness.

Feature articles in Regional and National newspapers or academic journals: Feature articles will be written and published in regional and national newspapers, as well as academic journals, to present the project's progress, success stories, and research results. These articles will help build credibility and visibility of the BAUHAUS4EU alliance, both locally and nationally. In addition, academic journals will provide a platform for sharing the research initiatives and results generated through the collaboration between the alliance members.

Interviews: Interviews with key project leaders, partner institutions, and stakeholders will be conducted and shared with external audiences through various media channels. These interviews will offer valuable insights into the goals and impact of BAUHAUS4EU, providing a human element to the communication efforts. By presenting different views within the project, the interviews will help to illustrate the diversity and collaborative spirit of the alliance.

Table 6.2 summarizes BAUHAUS4EU's traditional communication channels, identifying the main target audience for each channel, the types of content and the main objectives.



Table 6.2 BAUHAUS4EU's traditional communication channels

Traditional media	Main target audience	Content type	Objective
Press releases	University administrators and project managers, BAUHAUS4EU associated partners, local authorities and policymakers, industry partners, general public, other EU alliances and networks, European commission and other EU institutions active in the European Education Area, media outlets	Timely updates about the BAUHAUS4EU alliance, including milestones, new partnerships, upcoming events, achievements...	Raise public awareness and media attention about the BAUHAUS4EU alliance, generate press coverage and reach a wide audience to promote the alliance's goals, successes and opportunities for involvement
Feature articles in newspapers or academic journals	Academic staff, research institutions and labs, students, local authorities and policymakers	Project's objectives, outcomes and insights. Focus on academic, social and economic benefits of the BAUHAUS4EU alliance	Inform and educate key stakeholders about the project, provide in-depth analysis and showcase the alliance's contribution to advancing higher education in Europe
Interviews	Students, academic and administrative staff, BAUHAUS4EU associated partners, prospective students, doctoral candidates and staff of BAUHAUS4EU member universities, local authorities and policymakers, industry partners, general public	Key figures involved in the project (project leaders, students, academic staff...), share their personal experiences, insights and the impact of the BAUHAUS4EU project on their academic and professional lives	Raise visibility and credibility for the project, humanize the project and engage audiences on a deeper level



Events

All activities regarding the communication and organization of events must acknowledge the European Union support (EU emblem, funding statement and legal disclaimer). The contractual obligations can be found under Article 17 of the Grant Agreement, more details on the terms of usage are also specified by the European Commission Visual Identity Guideline.

Workshops and seminars to engage students and staff: Workshops and seminars will be organized to involve students, staff, and other stakeholders in the project activities. These events will provide opportunities to exchange knowledge, develop skills and share best practices. Topics will range from academic and research collaborations to innovation and sustainability practices, encouraging active participation and a sense of ownership within the BAUHAUS4EU community.

Regional workshop events to discuss results with local authorities and regional partners: Public forums will be organized to present the project results and discuss their implications with local authorities, regional partners, and the general public. These forums will be used to gather feedback, and ensure that the project results are aligned with the needs and objectives of the region. By involving local authorities and community stakeholders, these forums will help strengthen the project's societal impact and encourage greater community participation.

Interregional workshops to foster collaboration and knowledge exchange: Interregional workshops will be organized, gathering associated partners and key stakeholders from each region. These events will serve as dynamic platforms for a continuous exchange of knowledge, resources and expertise between the regions. By promoting dialogue between the different stakeholders, the workshops will encourage the sharing of best practice and create new opportunities for interregional collaboration. The aim of these workshops is to strengthen interregional links within the alliance and to contribute to the construction of a coherent and innovative network.

Annual BAUHAUS4EU Forum to share progress and outcomes: The BAUHAUS4EU alliance will organize annual conferences to share progress and results with the general public, stakeholders, and the academic community. These conferences will serve as key platforms for presenting the alliance results, highlighting innovative practices, and facilitating networking between alliance members and external partners. They will also offer opportunities to discuss the future direction of the project and potential collaborations. These events will also serve to strengthen internal communication by sharing results and progress with all alliance members.

Joint promotional booths at international conferences: The BAUHAUS4EU alliance will set up joint promotional booths at key international conferences to present the project's activities and results. These booths will serve as platforms to engage with a global audience, promote collaboration with external partners and share information about the alliance's contribution to education and sustainability. They will also provide opportunities for networking, raising awareness of the project's objectives and promoting international partnerships.



Annual photographic contest: The BAUHAUS4EU alliance will organize an annual photography contest for students, encouraging them to capture visual interpretations of key issues within the alliance. The contest will give students the opportunity to engage creatively with themes such as innovation, sustainability and academic collaboration. The contest will encourage student involvement and highlight the visual dimensions of the project's core values.

Visual communication media

All communication materials must acknowledge the European Union support (EU emblem, funding statement and legal disclaimer). The contractual obligations can be found under Article 17 of the Grant Agreement, more details on the terms of usage are also specified by the European Commission Visual Identity Guideline.

PowerPoint template: We have created a PowerPoint template for all external presentations related to BAUHAUS4EU. This template will ensure consistency and a visual identity across all presentations, making it easier to communicate key information to external audiences.

Background for online meetings: A customized background will be designed for online meetings to reinforce the visibility and visual identity of the BAUHAUS4EU alliance. This background will ensure visual consistency during virtual interactions. This will help maintain a professional image throughout remote presentations, while helping to reinforce the project's impact and recognition.

Brochures: Brochures will be designed to provide a concise and visually appealing overview of the BAUHAUS4EU alliance, its objectives, and benefits. These brochures will be distributed at events, conferences, and through partner institutions to raise awareness and encourage involvement in the project. Brochures will also be available online.

Roll-ups: Roll-ups will be used at events, conferences, and public forums to provide a quick visual introduction to the project. These roll-ups will highlight key aspects of the BAUHAUS4EU alliance, including its objectives, achievements, and current initiatives, ensuring that the project's message is clear and visible to all participants.

Promotional items: The communication and dissemination tools will include advertising elements to be displayed and distributed across the BAUHAUS4EU member universities. These elements will include a range of promotional items such as pens, notebooks, bags, pins, and other branded merchandise. These items will be distributed both at the member university level and throughout the BAUHAUS4EU Alliance. Each member university will have the freedom to create and customize these items according to their specific needs, while ensuring they respect the guidelines of the BAUHAUS4EU visual identity. A list of available items is stored in the shared cloud, and these items can be exchanged or shared within the alliance for sustainability reasons.

By using these different communication channels and tools, BAUHAUS4EU will guarantee a complete dissemination to its external audiences, increase stakeholder's participation and enhance the visibility of the alliance at regional, national, and European levels.



7. DISSEMINATION ACTIVITIES

Dissemination activities aim to improve the visibility, impact and outreach of BAUHAUS4EU's initiatives to various audiences. It is built around three main pillars: promotion of teaching offer, dissemination of research results and engagement with local authorities. Through the development of promotional material, interactive events, scientific publications and collaborations with the media and policy-makers, these dissemination actions aim to highlight the work of the Alliance, attract new stakeholders and foster synergies between academic partners, public institutions and local communities.

7.1. Teaching offer

Teaching offer dissemination activities aim to promote the BAUHAUS4EU Alliance's educational programmes through targeted communication tools and events. By developing attractive material, organising open days and webinars, and sharing authentic testimonials, the Alliance seeks to attract potential students and partners while strengthening its academic visibility.

Develop promotional materials

All promotional materials must acknowledge the European Union support (EU emblem, funding statement and legal disclaimer). The contractual obligations can be found under Article 17 of the Grant Agreement, more details on the terms of usage are also specified by the European Commission Visual Identity Guideline.

A number of promotional materials, including brochures, videos, and infographics, will be created to present the academic programs offered within the BAUHAUS4EU Alliance. These materials will highlight the features and benefits of the programs, in order to attract potential students and partners.

Organize Open Days and Webinars

Open days and webinars will be organized to provide prospective students and academic staff with information about the courses, teaching methods, and mobility and research opportunities within BAUHAUS4EU. These events will facilitate direct engagement with students and faculty, allowing participants to ask questions and explore the offerings.



Publish testimonials

Testimonials from students, academic and administrative staff will be shared to give an authentic insight into the BAUHAUS4EU experience. These personal stories will highlight the impact of the Alliance on each individual's academic and professional development, helping to build trust and interest among potential students and stakeholders.

Identify and empower brand ambassadors

Students and staff from each partner institution will be selected to embody and promote the core values of the BAUHAUS4EU Alliance. These ambassadors will be the face of the alliance, sharing their experiences and encouraging others to get involved. They will be invited to share their testimonies for our website, social media channels and podcast, helping to increase the impact of the alliance's activities.

7.2. Research-based activities linked to education and training

As stated in the Grant Agreement, we confirm that no part of the project, neither as a whole nor any part, will engage in funding research activities or in direct support of the application for funding of research activities. However, the project may engage in research-based activities that are closely linked to education and training. These include, for example, publishing research articles in high-impact academic journals, presenting results at international conferences and organizing joint research symposia. These initiatives help to promote the research carried out within the BAUHAUS4EU alliance, raise its profile and encourage interdisciplinary and international collaboration. Such activities may also include the collaborative writing of research applications and projects proposals, which, while not directly funded by the alliance, contribute to fostering a strong research ecosystem across partner institutions.

Establish a shared digital repository

BAUHAUS4EU will create a common scientific repository, an open-access digital library that will host publications, dissertations and theses from the whole network. While this initiative will be supported and promoted within the framework of the alliance, it will not receive financial support from the project. This repository will offer several key benefits to users, such as easy access to the research of colleagues at partner universities, increased global visibility for all members of the network and improved research impact. By making research more accessible, the repository will accelerate scientific progress and foster new collaborations. This initiative will play a key role in promoting open access, improving the visibility of alliance research and facilitating collaboration between institutions to stimulate global scientific discovery - all without drawing on the project's financial resources.



Publish research papers in high-impact journals

BAUHAUS4EU will focus on publishing research articles in high-impact academic journals. This will not only help to advance knowledge in various fields, but also increase the visibility and credibility of the Alliance's activities. The dissemination of these documents will highlight the innovative and collaborative nature of research carried out within the Alliance, highlighting the interdisciplinary and cross-institutional partnerships at its core. However, these activities will not be directly funded by the Alliance, and will instead rely on other institutional or external resources.

Present results at international conferences

Researchers from the universities of the BAUHAUS4EU Alliance will be encouraged to present their results at international conferences. While these activities are not directly funded by the Alliance, such presentations provide valuable opportunities to share innovative research results with a global audience, fostering discussions with experts from around the world, and strengthening the Alliance's presence in the international research community.

Host joint research symposiums

BAUHAUS4EU will organize joint research symposiums to highlight and celebrate collaborative research-based activities linked to education and training projects within the Alliance. These events will bring together researchers from various institutions in the Alliance, providing a space to present and discuss ongoing research initiatives, share best practices and explore new opportunities for collaboration. By presenting the results of these joint projects, the conferences will demonstrate the strength and impact of cross-border academic cooperation, while also encouraging new partnerships.

7.3. Local authorities

Local authority dissemination activities aim to foster dialogue between the BAUHAUS4EU Alliance and regional stakeholders. Through policy dialogue sessions, briefings and collaborations with local media, the Alliance ensures that its initiatives contribute to regional development and evidence-based policy-making.



Host policy dialogue sessions

BAUHAUS4EU will organize policy dialogue sessions to involve local authorities and decision-makers in discussions. These sessions will be an opportunity to share ideas on the Alliance projects and initiatives, focusing on how the project results can inform policy decisions and contribute to local and regional development. By involving local stakeholders, BAUHAUS4EU aims to strengthen its relationships with decision-makers and change agents, and ensure that project results have a tangible impact on the community.

Develop policy briefs

In order to make results accessible to decision-makers, BAUHAUS4EU will produce concise and informative policy briefs. These notes will summarize the main results of the project and describe their relevance to local, regional, and national policy agendas. The policy briefs will be used as a tool to promote evidence-based decision-making, helping local authorities to better understand how Alliance projects can be applied to address the most pressing societal challenges and contribute to sustainable development.

Partner with local media to broadcast success stories

BAUHAUS4EU will collaborate with local media to share the Alliance's successes and highlight the positive impact of its projects on local communities. This could include having media representatives present at key milestones of the project (e.g. BAUHAUS4EU Forum). By working with local media, BAUHAUS4EU aims to raise public awareness about the project's achievements, showcase its contributions to regional development and build stronger connections between the Alliance and the communities it serves.



8. TIMELINE AND KEY MILESTONES

The timeline and key milestones section outlines the main events, products and achievements planned throughout the BAUHAUS4EU alliance. These milestones mark the strategic progression of the project and serve as key reference points for assessing impact and ensuring continued alignment with the Alliance's objectives.

8.1. Year 1

The first year is dedicated to the launch of the BAUHAUS4EU Alliance, the establishment of governance structures and the launch of visibility actions.

Project launch: press releases

At the launch of the project, press releases were produced by all partner universities and disseminated via the project website and LinkedIn account.

Kick-off meeting in Weimar

Members of the 10 partner universities of the BAUHAUS4EU alliance gathered in Weimar for the official kick-off of the project. This event marked an important milestone as it launched the project governance together with the Councils, as well as the work package groups. In a three day event, the participants developed implementation roadmaps for each work package and collaboratively defined the next steps on their implementation pathways. In addition, to broaden the target group, the BAUHAUS4EU instagram account was launched and used to disseminate information about the kick-off.

Development of initial promotional materials

Promotional materials such as brochures, flyers and digital content are currently being developed. These documents will help raise awareness of the project's objectives, activities and expected results.



Organization of the 1st BAUHAUS4EU Forum in Castelo Branco, Portugal

The first BAUHAUS4EU forum (*Milestone 25, due date: M7*) will take place in Castelo Branco, at the Instituto Politécnico de Castelo Branco (IPCB) in Portugal. This event will bring together a wide range of stakeholders, including academics, policymakers and students. The focus will be on presenting the project's vision and objectives, discussing challenges in higher education, and promoting collaboration between European institutions.

Organization of regional workshops for associated partners at each institutions

Each partner university will organize regional workshops for associated partners and additional stakeholders from each region. These workshops will aim to involve and connect the various stakeholders in the regional ecosystems within a joint innovation hub. They will provide an opportunity to identify local challenges and gaps and form the basis for collaboration within the respective regional innovation ecosystems.

Organization of the annual photographic contest

Organization of the annual photography contest. The aim of this contest is to involve students in the alliance by giving them the opportunity to engage creatively with themes such as sustainability, inclusiveness, European Identity, regional Identity, cultural heritage, social and technical innovation as well as European and international collaboration.

8.2. Year 2 - 3

Years 2 and 3 focus on expanding stakeholder engagement, sharing interim results and developing deeper collaboration through thematic seminars, student and teacher initiatives and inter-regional workshops.

Publishing interim results through newsletters and media

Throughout the second and third years, we will publish regular newsletters and media updates to keep stakeholders informed of the project's progress. This will include key results, activities, events and project successes, and ensure ongoing visibility.



Hosting stakeholders' workshops and thematic seminars

A series of workshops and thematic seminars will be organized to facilitate knowledge exchange, share best practices and engage stakeholders in discussions on specific topics related to the project's objectives. These events will also serve as a platform for collecting feedback and aligning activities with stakeholder needs.

Initiating student and faculty engagement programs

Student and faculty engagement will be a priority during the second and third years. We will create programs to involve both groups in the project through collaborative projects, research activities, internships, and workshops, strengthening the link between our universities and the wider European community.

Organization of the 2nd BAUHAUS4EU Forum in Katowice, Poland

The second BAUHAUS4EU Forum (*Milestone 26, due date: M19*) will be held in Katowice at the Katowice University of Economics (UEKAT) in Poland. This forum will provide an opportunity to review progress, share ideas and promote discussion on the specific challenges in the European education landscape.

Organization of the 3rd BAUHAUS4EU Forum in Amiens, France

The third BAUHAUS4EU Forum (*Milestone 27, due date: M31*) will take place in Amiens, at the Université de Picardie Jules Verne (UPJV) in France. This forum will focus on exploring the results achieved so far, promoting collaboration between the universities and refining the strategies for the final stages of the project.

Organization of Interregional Workshop Events for associated partners

Once a year, the partner universities will organize interregional workshops bringing together associate partners and other stakeholders from each region. These workshops will provide a platform for the continuous interregional exchange of knowledge, resources and expertise, aimed at supporting talent development, sharing best practice and creating opportunities for cross-regional collaboration.



Organization of the annual photographic contest

Organization of the annual photography contest. The aim of this contest is to involve students in the alliance by giving them the opportunity to engage creatively with themes such as sustainability, inclusiveness, European Identity, regional Identity, cultural heritage, social and technical innovation as well as European and international collaboration.

8.3. Year 4

Year 4 will focus on consolidating the Alliance's achievements, with the publication of a full impact report and the archiving of all project results. The final BAUHAUS4EU forum will present the main results and future developments.

Publication of a comprehensive impact report

A detailed impact report will be compiled, summarizing the achievements, results and long-term effects of the BAUHAUS4EU alliance. This report will be accessible to the public and serve as a resource for future projects in the field of European higher education.

Archiving of outputs and online accessibility

All project results, including research papers, publications, event recordings, and other deliverables, will be archived and made accessible online on the project website. This will ensure that the knowledge generated throughout the project remains available for public use and further projects.

Organization of Interregional Workshop Events for associated partners

Once a year, the partner universities will organize interregional workshops bringing together associate partners and other stakeholders from each region. These workshops will provide a platform for the continuous interregional exchange of knowledge, resources and expertise, aimed at supporting talent development, sharing best practice and creating opportunities for cross-regional collaboration.



Organization of the annual photographic contest

Organization of the annual photography contest. The aim of this contest is to involve students in the alliance by giving them the opportunity to engage creatively with themes such as sustainability, inclusiveness, European Identity, regional Identity, cultural heritage, social and technical innovation as well as European and international collaboration.

Organization of the 4th BAUHAUS4EU Forum in Thessaloniki, Greece

The fourth and final BAUHAUS4EU Forum (*Milestone 28, due date: M43*) will be held in Thessaloniki at the University of Macedonia (UOM) in Greece. During this event, we will present the results and impact of the project, including major outcomes, lessons learned, and recommendations for the future. The key project deliverables will be shared with an international audience including partners and stakeholders from local, regional, national and European level. This event will therefore give the opportunity to reflect on the achievements and limitations of the project, discuss the legacy of BAUHAUS4EU, and outline potential future steps to continue the work in the European higher education sector.

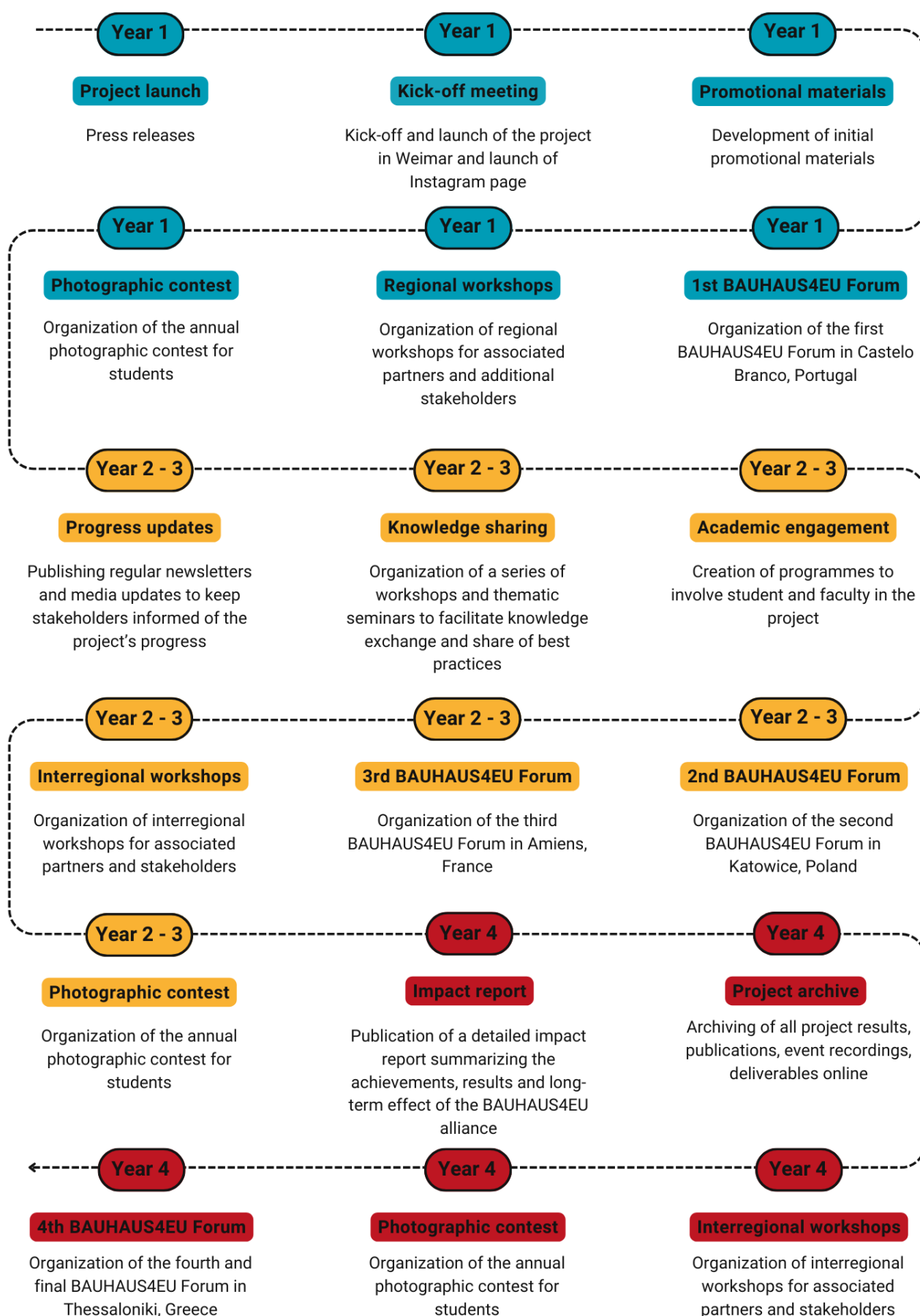


Fig. 5: Timeline of key events in the BAUHAUS4EU alliance



9. MONITORING AND EVALUATION

To ensure the effectiveness and impact of BAUHAUS4EU's communication and dissemination and exploitation activities, a comprehensive monitoring and evaluation procedure will be put in place. This system will track quantitative and qualitative data to measure the success of the various initiatives, identify areas for improvement, and ensure conformity with the project's overall objectives. All data will be documented in the final Evaluation Report on Communication, Dissemination and Outreach Activities (D11.3) in December 2028. In addition, the collected data will also be included in the Annual Progress Reports - one per year, each submitted in November - covering the duration of the project up to 2028 (D 1.4, D 1.5, D 1.6, and D 1.7).

9.1. Metrics

The metrics section presents the key indicators used to assess the performance and impact of BAUHAUS4EU's communication and dissemination activities. By tracking website traffic, social media engagement, event attendance and publication output, the Alliance will gather valuable data to guide strategic adjustments and improve dissemination effectiveness.

Website analytics

Tracking website traffic will help us understand how well our online content is reaching and engaging people. Key indicators will include the number of updates, number of visits, page views, and the average duration of visits. This data will help us determine which topics and documents are most popular with our target audience, guiding future content creation and improving our online strategies.

Social media engagement

Social media platforms are essential for engaging the community. Indicators such as likes, shares, comments, and overall engagement rates will be traced to evaluate the effectiveness of social media campaigns. These indicators will also provide data on the level of interaction with the public, the dissemination of the Alliance's messages and the growth of the online community.



Event attendance and feedback

The success of events, including webinars, open days, and conferences, will be measured by tracking participation rates, attendee demographics and engagement levels. Post-event feedback through surveys and interviews will provide qualitative information on participants' experiences, the relevance of the content presented and areas for improvement in the organization of the event. This feedback will help plan future events and refine the overall event strategy.

Number of publications

The impact of BAUHAUS4EU's dissemination efforts will be measured by the number of publications, articles, reports, newsletters, brochures and other documents related to the alliance. These publications, both about and generated by the alliance, will enable us to assess its visibility and influence. The data will also be used to identify emerging trends and success stories.

Number of events held

The frequency and scale of events organized throughout the project will be tracked to ensure a consistent dissemination effort. This will include academic conferences, policy dialogue sessions, workshops and public awareness events. The number of organized events will reflect the Alliance's active engagement with various stakeholders and its commitment to encouraging communication and collaboration.

9.2. Evaluation tools

The Evaluation Tools section details the qualitative methods used to enhance measurement-based monitoring, including surveys, focus groups and regular reviews. These tools will provide in-depth feedback from stakeholders, ensuring that communication efforts remain relevant, effective and in line with project objectives.

Surveys and questionnaires for stakeholders

Surveys will be distributed once a year to key stakeholders, including students, academic and administrative staff, external partners, and local authorities, to gather feedback on the relevance and quality of the communication materials and activities.



These surveys will evaluate whether the planned messages are being effectively communicated and understood by the various audiences.

Focus groups

Focus groups will be held once a year with selected stakeholders to collect in-depth qualitative information. These discussions will allow the team to explore perceptions, concerns, and suggestions related to the Alliance's communication strategy, offering a nuanced understanding of public needs and expectations.

Regular reviews of progress in relation to communication objectives

A review process will be implemented to measure the progress of communication activities in relation to project objectives. These reviews will include assessments of ongoing campaigns and events, with regular updates and adjustments made to the media and communication plans based on the results. This process ensures continuous improvement and reactivity to new trends or challenges.

By combining these measures with targeted evaluation tools, BAUHAUS4EU will be able not only to track progress but also to obtain meaningful feedback to improve future communication, dissemination, and exploitation activities.



10. CONTINUITY AND SUSTAINABLE EXPLOITATION

To facilitate the long-term success and sustainability of BAUHAUS4EU beyond the initial phases of the project, strategies building on continuity both at institutional and financial levels will be implemented.

10.1. Continuity at institutional level

This section describes the structured allocation of responsibilities necessary to ensure the long-term success and sustainability of the BAUHAUS4EU alliance. Key roles and committees are defined to maintain alignment with strategic objectives, ensure effective delivery and foster collaboration at all levels of the project. In addition, an Evaluation Committee would support the development, maintenance and evaluation of project initiatives.

Allocation of responsibilities

A clear and well-defined distribution of responsibilities at the institutional level is essential to maintain continuity and ensure that BAUHAUS4EU's objectives are achieved over time. The following key roles were established:

- **The Presidents' Council:** The Presidents' Council is responsible for the strategic decisions that determine the long-term direction and objectives of the project. It serves as the highest-level decision-making body, ensuring that the initiative's overall vision and mission are aligned with the project's objectives. It is guided and supported by the Advisory Council.
- **The Steering Committee:** The Steering Committee is the link between strategic decisions and implementation. It is responsible for planning the strategic development of the project, translating the decisions taken by the Presidents' Council into implementation measures. This committee is responsible for setting priorities and ensuring that the vision defined by the Presidents' Council is successfully implemented, as well as overseeing the progress of ongoing activities and ensuring that they are in line with the strategic direction.
- **The Management Team:** The Management Team, headed by the Secretary General, ensures coordination between strategic decision-making at the Steering Committee level and the project's operational execution.



- It is responsible for the practical execution of strategic plans, ensuring that all tasks and activities are implemented effectively and efficiently. The Management Team provides regular feedback to the Steering Committee, reporting on progress, identifying challenges and proposing solutions to ensure that the project remains aligned with its objectives.
- **WP Groups:** The Work Package (WP) groups are made up of specific project teams responsible for executing individual work packages within the framework of the overall project. Each group focuses on a particular area of the project, from communication and the development of joint degree programs to life-long learning courses and the provision of seamless mobility procedures. The work package groups work closely with the Management Team to ensure that the objectives of their work package are aligned with the goals and deadlines of the overall project. They are responsible for executing tasks, delivering expected results and respecting predefined milestones.
- **The Student Council:** The Student Council is composed of representatives from each partner university (one undergraduate and one graduate). They discuss and address student issues relating to the project and the alliance.
- **The PhD Council:** The PhD Council is composed of representatives from each partner university. They represent the interests of PhD students within the BAUHAUS4EU alliance.
- **The Academic Council:** The Academic Council is composed of members of the academic staff. It provides strategic advice on the development of joint educational formats and opportunities for academic staff, as well as guidance and advice on academic issues related to the alliance.
- **The Administrative Council:** The Administrative Council is composed of members of the administrative staff. They advise on the development of opportunities for administrative staff and contribute to joint administrative procedures and activities within the alliance.
- **The Diversity Officer:** The Diversity Officer is appointed by the Steering Committee and plays a key role in ensuring that diversity, inclusion and equity are an integral part of the alliance's operations and initiatives.
- **The Sustainability Officer:** The Sustainability Officer is appointed by the Steering Committee and focuses on promoting sustainable development initiatives within the alliance.
- **The Research Officer:** The Research Officer is appointed by the Steering Committee and is in charge of encouraging research activities within the alliance.
- **The Regional Council:** The Regional Council includes representatives of the associate partners, municipalities, NGOs and other civil society actors active in the region.



- The council contributes to the development of strategy and provides advice on the work of the alliance.
- **The Advisory Council:** The Advisory Council supports the Presidents' Council in developing strategies and decision-making processes.

Communication team

The communication team (WP 11 group) is responsible for monitoring the ongoing effectiveness of communication efforts and evaluating their impact. Composed of a communication officer from each partner university, the team oversees:

- **Monitoring engagement and participation rates:** The communication team regularly reviews key performance indicators (KPIs) such as participant engagement, outreach efforts and the success of communication actions within the Alliance.
- **Evaluating network efficiency:** The communication team evaluates the effectiveness of communication, dissemination and collaboration networks. It ensures that communication actions reach the target audience, and that all stakeholders, including students, academic and administrative staff, partners and local authorities, are involved in meaningful ways. The team ensures that communication is fluid and consistent across all channels.
- **Providing recommendations:** Based on their evaluation, the communication team provides recommendations to improve actions such as increasing participation rates, refining communication strategies or developing collaborative efforts. These recommendations are submitted to the Steering Committee for review and decision-making.

10.2. Continuity at the financial level

Ensuring the long-term financial sustainability of BAUHAUS4EU is essential to maintain its impact and expand its activities beyond the duration of initial funding. To achieve this, a comprehensive financial strategy will be implemented, which includes additional funding from various sources. These funds will allow the Alliance to continue its activities, develop joint programs and increase its reach and influence. The financial sustainability plan will focus on the following key strategies:



Leveraging Regional, Local and National Government Support

Regional, local and national governments can be key partners in securing additional funding for BAUHAUS4EU. Many governmental agencies offer grants and funding programs that support collaborative projects in innovation, education and regional development. To ensure financial sustainability, BAUHAUS4EU will:

- **Engage with regional authorities:** By aligning the project's objectives with regional development strategies, BAUHAUS4EU can obtain funding that promotes local economic growth, innovation and the development of higher education development. This includes collaboration with municipal governments, regional education authorities as well as research and innovation funding agencies.
- **Apply for local government grants:** Many local government agencies have funding mechanisms that support cross-border educational projects, technology transfer and collaborative innovation initiatives. BAUHAUS4EU will identify and apply for relevant grants, ensuring that the project can continue its work in partnership with local stakeholders.
- **Strengthen policy advocacy:** Building relationships with regional and local policymakers will help BAUHAUS4EU advocate for financial support. This could include presenting the project's achievements and demonstrating its impact on regional economic development, social innovation and educational excellence, which are often key priorities for local governments.
- **Engage in national funding streams:** In addition to regional and local funding, BAUHAUS4EU will actively seek opportunities within national funding programs. These programs provide significant financial support for large-scale projects that are part of national innovation, education and sustainable development strategies. By collaborating with national funding agencies, BAUHAUS4EU can secure broader support and access to resources that complement regional efforts.

Business-Academia Partnerships

Partnerships between business and academia can provide substantial financial resources while reinforcing the relevance and real impact of BAUHAUS4EU's activities. To ensure continued funding, BAUHAUS4EU will:

- **Forge strategic partnerships with industry:** By collaborating with leading companies in key sectors, BAUHAUS4EU can establish long-term funding agreements that support innovation, joint educational programs and research.



- **Establish corporate sponsorships for research projects:** Businesses can sponsor research projects, conferences and workshops organized by BAUHAUS4EU. In exchange, companies can gain access to cutting-edge research, opportunities for talent recruitment and participation in the development of new innovations that align with their corporate interests.
- **Private partnerships and patronage:** BAUHAUS4EU can also explore private partnerships and patronages, enabling companies or foundations to provide financial support for alliance initiatives or specific events. These partnerships can offer patrons increased visibility, networking opportunities and the chance to associate themselves with innovative, social-impact projects, while reinforcing their commitment to innovation and progress.

European Union and International Funding Opportunities

BAUHAUS4EU will actively seek funding opportunities at the European and international level to support its activities and ensure its financial sustainability. These funding opportunities include:

- **Other European funding programs:** BAUHAUS4EU will apply for funds from other European programs. Especially funding opportunities created by the NEB facility, the Union of Skills, Interreg Europe, Horizon Calls, Erasmus+ and MCSA. They can provide significant financial support for the continuation of the Alliance activities.
- **International research and education partnerships:** BAUHAUS4EU will explore opportunities for international funding through global programs such as UNESCO, the World Bank, and private foundations. These organizations offer funding for projects that promote international cooperation, sustainable development and innovation in education.
- **Grants from private and non-profit foundations:** Various international and national foundations offer grants for research and education initiatives. BAUHAUS4EU can collaborate with such foundations to obtain funds for specific research themes or educational projects that align with the mission and vision of the Alliance.

Membership fees from current and new partners

In order to facilitate the financial sustainability of the alliance, BAUHAUS4EU will introduce annual membership fees for current and new partners. These fees will provide a regular source of funding to support the ongoing activities of the alliance. It will also strengthen the commitment of partners and attract new members who share the values and objectives of the alliance.



11. INSTITUTION-SPECIFIC COMMUNICATION CHANNELS

To ensure the effective implementation of the BAUHAUS4EU communication strategy across the diverse local contexts of our institutions, every partner university will tailor the overarching objectives of the communication, dissemination, and exploitation plan to align with its institutional needs and target audiences. Each university will also leverage its own communication channels and tools to share BAUHAUS4EU-related information within its established institutional framework.

The following pages outline the specific communication tools and activities each partner will employ to foster engagement, increase visibility, and support the long-term impact of BAUHAUS4EU initiatives within their respective institutions.



11. 1. Blekinge Tekniska Högskola - BTH

The Blekinge Institute of Technology (BTH) is distinguished by its commitment to the digitalization of society and sustainable development. Its mission is to contribute to a more sustainable society through higher education, research and innovation. BTH offers student-centred study programs linked to research and intended for both national and international students, as well as profession-oriented study programs focused on society's future needs and challenges.

To achieve its objectives, BTH works closely with industry and society, while aiming for a high level of quality. In fields such as software engineering and sustainable development, the university is already recognised as a world class institution. BTH maintains partnerships with universities around the world and offers an international environment that encourages the creation of contacts and networks.



As an institute of technology, BTH has great opportunities to contribute to a societal transformation in the field of sustainability, aligning with the goals of the BAUHAUS4EU alliance. BTH plays a key role in shaping the future of higher education and research, both in Sweden and in Europe.

Communication channels and tools of BTH

- **Internal communication:**
 - Internal communication platform
 - Vice-Chancellor's breakfast meetings for staff (every two months)
 - Events and workshops: Webinars, roundtables, and conferences
 - Screens on campus: information for staff and students
 - Printed Materials: Brochures, reports, and posters
- **External communication:**
 - **Digital platforms:**
 - Project website: central hub for updates, resources, and results.
 - News items on BTH web page.
 - Social media platforms (LinkedIn, Instagram): events, testimonials, and posts shared by employees from HEI's of the Alliance through their personal account.
 - E-newsletters: Targeted updates for external stakeholders.
 - **Media engagement:**
 - Press releases for significant milestones or general information
 - **Events:**
 - Workshops and seminars to engage students and staff.
 - Forums to discuss results with local authorities.
 - Annual conferences to share progress and outcomes.



11. 2. Bauhaus-Universität Weimar - BUW

The Bauhaus, the most influential design school in the 20th century, was founded in 1919 in our main building on campus. Distinguished experts from various disciplines and countries have worked here together with their students to revolutionize education. They have left a permanent mark on the design of the living world through modern art, technology and science. What they produced was an answer to the burning questions of art, culture and society in the modern age.

A tie to this history was established in the renaming of our institute as the Bauhaus-Universität Weimar in 1996. We are an international university at home in the unique, cultural city of Weimar. We are a vibrant institution, not a museum. We invoke this tremendous paradigm to answer central questions regarding art and culture, technology, science and society using modern methods. This also includes the critical analysis of the Bauhaus history and its historical impact, which is part of the contradictory history of progress that began more than 100 years ago.

In order to meet these requirements, we have carefully created the profile of our university which is focused on our four faculties: Architecture and Urbanism, Civil and Environmental Engineering, Art and Design, and Media. Experimentation and excellence prevail throughout these faculties in which transdisciplinary projects are key to innovation in education and research.

Communication channels and tools of BUW

- **Internal communication:**
 - Website: Bauhaus-Uni will create a BAUHAUS4EU section on their university website, with regular updates on Alliance-related news and activities.
 - Newsletter: Dedicated BAUHAUS4EU newsletter published once a month.
 - Local alliance meeting with everyone involved in the alliance twice a year



- Events and workshops: Organisation of webinars, roundtables, conferences, exhibitions.
- **External communication:**
 - **Digital platforms:**
 - Website: Newsroom on Bauhaus-Uni webpage, Bauhaus.Journal Online, Blackboard "Pinnwand"
 - Social Media: Use of Bauhaus-Uni account on LinkedIn and Instagram to share institutional information related to BAUHAUS4EU including events, activities and milestones of the project.
 - Newsletters for targeted audiences with specific updates for external stakeholders
 - **Traditional media:**
 - Press releases: Bauhaus-Uni will be sharing press releases for key events or milestones with a direct or indirect link to the region.
 - Press and associations: Bauhaus-Uni will be working with media partners to feature BAUHAUS4EU on local, regional and national level:
 - Print: Thüringer Allgemeine, Thüringer Landeszeitung, Freies Wort, Ostthüringer Zeitung
 - Radio: Radio Lotte, MDR Thüringen, Radio Top 40, Antenne Thüringen, Deutschlandfunk
 - TV: MDR, ZDF, ARD Kultur
 - **Events:**
 - Organization of BAUHAUS4EU themed workshops and events for students, academic staff and administrative staff.
 - Organisation of regional and interregional events for partners associated to the alliance and other regional stakeholders
 - BAUHAUS4EU intervention at already existing events within Bauhaus-Uni (Summaery, University Information Day – HIT), as well as on local, regional, national and European level, such as student fairs and the European Week of Regions and Cities



11. 3. Instituto Politécnico Castelo Branco - IPCB

The Polytechnic Institute of Castelo Branco (IPCB) is a public higher education institution located in the Centre region of Portugal, with a strong commitment to regional development, sustainability, and innovation. Founded in 1980, IPCB comprises six Schools - technology, health, education, arts, management, and agriculture - spread across the municipalities of Castelo Branco and Idanha-a-Nova. The IPCB also offers a diverse range of training courses: higher professional technical courses, undergraduate degrees, postgraduate degrees, masters and a doctorate. Its mission is to train qualified professionals, fostering the connection between scientific and technical knowledge and the needs of the territory, within a framework of proximity, social responsibility, and regional cohesion.

IPCB stands out for its strong ties to the region's economic, social, and cultural fabric, actively contributing to the enhancement of inland Portugal. It develops applied research and innovation projects in collaboration with companies, local authorities, and civil society organisations, driving modernisation and regional competitiveness. The institution also promotes entrepreneurship, supports the creation of new businesses, and facilitates knowledge and technology transfer, reinforcing the role of higher education institutions as engines of local and regional development.

IPCB's international dimension has been steadily consolidating through student and staff mobility, participation in European networks and projects, and the welcoming of students from various countries. This focus on internationalisation helps build a diverse, open, and global academic community, enriching the educational experience and fostering intercultural dialogue. Its integration into the BAUHAUS4EU alliance represents a strategic opportunity to strengthen its European presence and to boost new dynamics of transnational cooperation, particularly in the fields of sustainability, innovation, digital transition, and social inclusion.

In a context marked by complex challenges such as demographic decline, climate change, and digital transformation, IPCB positions itself as an active agent in addressing these issues through education, research, and community engagement.



Its participation in the BAUHAUS4EU alliance will deepen these responses, promoting innovative and integrated solutions that enhance territories and strengthen the links between higher education institutions and local communities, both in Portugal and across Europe.

Communication channels and tools of IPCB

- **Internal communication:**
 - Internal newsletters for teachers and students.
 - Collaborative platforms and institutional virtual environments.
 - Online and in-person meetings with different sectors of the academic community.
 - Internal mailing list for staff, academic and students.
- **External communication:**
 - **Digital platforms:**
 - IPCB website includes the link to BAUHAUS4EU alliance website.
 - Social media (Instagram, LinkedIn): sharing milestones, testimonials, and visual content.
 - Targeted newsletters for external stakeholders.
 - **Promotional and traditional media:**
 - Press releases for significant milestones or general information Promotional materials: brochures, videos, infographics...
 - Traditional communication: press releases, articles in local and national newspapers
 - **Events:**
 - Thematic workshops
 - Public forums with local authorities
 - BAUHAUS4EU Forum: Annual progress and dissemination conferences
 - Open days and webinars.



11. 4. Università degli Studi di Bergamo - UniBG

The University of Bergamo is set in an economically and culturally thriving territory, characterized by international networks and visibility. Bergamo is a medium-size city, close to a global city (Milan): hence its strong identity and solid ties with the local actors, all committed to enhance the role of Bergamo and its territory.

Founded in 1968 as The Institute of Foreign Languages and Literature, it became a state institution – the University of Bergamo – in 1992 and it gradually established strong synergies with the local institutions and entrepreneurial system. Today, the University includes 8 Departments, distributed all around the city: the humanities campus in the historical center of the upper old town; the economics and law campus in the lower town ; the engineering and technological innovation campus in the nearby city of Dalmine ; and the Kilometro Rosso innovation district on the outskirts of the city. The choice of the University of Bergamo was in fact to become a University inside the city, to work closely in and with the local territory, its history and culture. The University of Bergamo is, first and foremost, a community with deep connections to its city and territory. At the same time, it is committed to the cultural, social and economic progress of the territory, and in the last years it has increased its activities of public outreach and cooperation, and it has gradually increased its role as networking hub, interacting with international and local actors.

BAUHAUS4EU will enhance the role of Unibg as a regional hub. The strong local ties will enable a sustainable circulation and exchange of expertise and competences. The transnational alliance is an opportunity to grow and to improve the role of forerunner of the University, to enhance its connections and networks in the territory and at the international level. The University of Bergamo is joining the other Italian Universities involved in transnational alliances, contributing to connecting Italy to the rest of Europe.



Communication channels and tools of UniBG

- **Internal communication:**
 - Internal mailing list: Communication between and among task leaders and participants directly involved in the activities will proceed through an internal mailing list as well as online and in-person meetings as needed.
 - Internal newsletter - UnibgNews: Weekly newsletter targeting the whole university community (students, PhD candidates, staff). Include events, news, initiatives. The communication officer ensures that BAUHAUS4EU-related information is regularly included to maximize the outreach.
 - Promotional materials: Posters, leaflets, and brochures distributed within university buildings and during key events (Open Days, Unibg Freshmen's party, Unibg Run).
- **External communication:**
 - **Digital platforms (serving both internal and external audiences):**
 - Unibg website - BAUHAUS4EU page: Featured on the homepage, includes contents from the BAUHAUS4EU alliance website (with a direct link to the alliance website), presents an overview of the project and related opportunities to the various actors (students, staff, PhD candidates), collects news on initiatives and events related to BAUHAUS4EU and shares original Unibg-developed content related to BAUHAUS4EU (pictures, updates).
 - Unibg social media platforms (LinkedIn, Instagram, Facebook): Share content posted by BAUHAUS4EU (events, news, success stories, opportunities...), host short videos produced by BAUHAUS4EU Ambassadors (students, PhD candidates, staff), monthly Instagram videos reporting on project activities, live talk events (25-30 minutes) on LinkedIn, seasonal contests and quizzes to promote inter-university engagement and project awareness and share user-generated content (e.g. "postcards from abroad") by participants in alliance activities.
 - **Events:**
 - Public forums to discuss findings with local authorities (as indicated in the WPs activities and task)
 - Workshops and seminars with local industry partners (as indicated in the WPs activities and tasks)



11. 5. Université de Picardie Jules Verne - UPJV

The Université de Picardie Jules Verne is a committed and recognised player in education and research in the Hauts-de-France region. For over 50 years, the UPJV has offered dozens of courses designed to meet the needs of the socio-economic fabric of the Hauts-de-France region.

The UPJV welcomes and educates 32 000 students every year and develops professionally-oriented courses, fully recognised on the job market, on 6 campuses.

The university is multidisciplinary, covering four main areas of study :

- Arts, Literature and Languages,
- Law, Economics and Management,
- Humanities and Social Sciences,
- Science, Technology and Health.

The UPJV is committed, on a daily basis, to meeting the challenges and supporting ecological, social and economic change. The university is committed to ensuring equal rights and opportunities for disabled people, guaranteeing gender equality and combating gender and LGBTQIA+ discrimination, and supporting the ecological transition and protecting the environment.

Communication channels and tools of UPJV

- **Internal communication:**
 - Newsletter (in French): Distribution of the BAUHAUS4EU newsletter, translated in French for accessibility. Sent regularly to UPJV members interested in alliance opportunities. Includes targeted information on mobility projects and upcoming events.



- Billboards and posters: Displayed in high-traffic areas of the university (cafeterias, classrooms, student areas) to raise awareness about the alliance.
- **External communication:**
 - **Digital platforms:**
 - UPJV website: Serves as an information hub for the project. Regular articles highlight project progress, upcoming events, and results.
 - Social media platforms: Instagram (Sharing visuals and stories about BAUHAUS4EU events and projects, including testimonials from students or professors involved in exchanges. Use of hashtags to connect with the alliance's international community), LinkedIn (Articles on collaborative projects, research partnerships and professional opportunities within the alliance. Promotion of UPJV's achievements within the network), YouTube (Videos showcasing alliance projects, interviews with students and academic and administrative staff, content related to international mobility) and Facebook (Event announcements, sharing of local/university press articles, and regular posts to engage the community on alliance-related initiatives).
 - **Traditional media and promotional material:**
 - Roll-ups: Used in entrance halls, conference areas, and at UPJV events to promote the alliance, its objectives and collaborative projects.
 - Brochures: Distributed at fairs and recruitment events, and available in high-traffic areas (university libraries, reception desks, administrative offices, cafeterias). Include practical information (on mobilities), testimonials, and details on how to get involved in the alliance's initiatives.



11. 6. Université Lumière Lyon 2- LYON2

Since its creation in 1973, the Université Lumière Lyon 2 has been committed to a strong and ambitious vision of higher education and research, driven by a spirit and values that are also its characteristic features: humanist and socially responsible, engaged and inclusive, democratic and citizen-oriented.

As a founding member of the Lyon-Saint-Étienne Communauté d'universités et établissements (ComUE), Université Lumière Lyon 2 welcomes nearly 26,000 students on two campuses and two sites, from undergraduate to doctoral level. The Université Lumière Lyon 2 offers a wide range of training programs for all kinds of students, ensuring openness and success for as many people as possible. It has 13 educational units in 4 areas of education and research: Arts, literature, languages / Law, economics, management / Human and social sciences / Sciences, technology, health.

International openness is a major challenge for the Université Lumière Lyon 2, which it addresses by encouraging student mobility through study and internship exchanges in Europe and around the world. It has also set up numerous double degrees with foreign academic institutions and supports international research activities. Université Lumière Lyon 2 currently has 560 cooperation agreements with 370 institutions in 60 countries. Foreign exchange and non-exchange students account for 18% of total enrolment.

Convinced that action is urgently needed, Lumière Lyon 2 University has made its commitment to sustainable development a priority. It contributes to socio-ecological transformations through its teaching and research missions, by limiting the environmental impact of its practices and by striving to continuously improve study and working conditions. By placing ecological transition at the heart of a global corporate strategy, we intend to propose coordinated, future-oriented actions aimed at more sustainable development.

In December 2024, the University adopted a master plan for sustainable development and social and environmental responsibility. It is in line with the "Ecological Transition" roadmap adopted by the institution in 2021, and accompanied by major investments in building renovation and campus transformation.



With its cross-functional approach, this strategic document has mobilized the entire university community (teaching and research staff, students and administrative staff), and adds a real social dimension to our commitments.

Communication channels and tools of Lyon 2

- **Internal communication:**
 - Intranet - BAUHAUS4EU Section: A dedicated section will be created on the university intranet, providing regular updates on Alliance-related international news. The goal is to centralize all relevant international content connected to the Alliance. A permanent link will be added to the inter-university platform once it is available.
 - Newsletter (staff): A BAUHAUS4EU frame will be integrated into the internal staff newsletter, which is published every two weeks.
 - Events: Regular internal events (both virtual and in-person) will be organized to raise awareness and engagement: Webinars, information meetings, conferences, participation in Europe Month (May), international Mobility Days (October)
- **External communication:**
 - **Digital platforms:**
 - LinkedIn: The Lyon 2 account will be used to share institutional updates, project milestones, and event information related to BAUHAUS4EU.
 - Instagram: The university's account will share Alliance-related activities and events taking place on the Lyon 2 campus.
 - **Traditional media:**
 - Press releases: Shared key events or milestones, especially those with local or regional significance.
 - Media Partnerships and outreach: Collaboration with both internal and external media sources to promote Alliance-related news, including: University newspapers and associations, local newspapers in the Bron and Lyon area: Le Progrès (Groupe EBRA), Tribune de Lyon, Lyon Capitale, Lyon Mag, Lyon décideurs, Rue89 Lyon, radio: RCF Lyon, Radio Scoop, television (BFM Lyon, France 3 Auvergne Rhône Alpes) and specialized media (AEF (Agence d'informations spécialisées), News Tank Education et Recherche, Thotis, L'Etudiant EducPros, Studyrama)
 - **Events:**
 - BAUHAUS4EU themed seminars and cafés for students and academic staff.
 - Events with and for the local institutions and the BAUHAUS4EU community of Lyon 2 to present the progress of the project (June and October 2025 for the first year).
 - Participation in university events where BAUHAUS4EU can be highlighted.
 - Ongoing dissemination through posters and flyers related to the alliance.



11. 7. Universiteti Polaris - POLIS

Established in 2006, Polis University is a leading higher education institution in Albania in the fields of architecture, planning and design, civil engineering, environmental science, computer science as well as business, entrepreneurship and innovation. It provides research, knowledge transfer and an education model that adopts an interdisciplinary approach while preparing students for a rapidly changing labor market through the incorporation of challenge-based learning in various curricula.

Polis University has since the offset established itself as an institution with an ambitious internationalization agenda, while being strongly anchored in Albania, especially in the Tirana region. Seeking to exert a relevant and positive impact to the local economy and community, it has shown a years-long commitment to developing and sustaining solid and effective linkages with the local actors (industry, policymakers, community-based initiatives, etc.) in fields inherent to its core range of expertise.

Communication channels and tools of Polis

- **Internal communication:**
 - Email newsletters: regular internal updates shared with staff and students
 - Collaborative platforms: tools to support internal collaboration and coordination among stakeholders involved in the alliance
 - Regular meetings: scheduled meetings to maintain alignment on project goals and progress
 - Promotional material: posters, brochures, and other visuals supports used within the institution to promote the alliance and its opportunities
 - Student and faculty testimonials: sharing personal experiences from students and staff involved in the alliance to promote internal engagement



- **External communication:**
 - **Digital platforms:**
 - Website: updates, resources, results, success stories and collaborative projects related to the alliance
 - Social media (LinkedIn, Instagram): sharing key milestones, events and testimonials with faculty and students
 - E-newsletters: targeted communications tailored for external stakeholders, offering updates on POLIS university's activities within the alliance, upcoming opportunities and the overall progress of the alliance.
 - **Events:**
 - Workshops and seminars
 - Public forums
 - Annual conferences
 - Open days
 - Policy dialogue sessions: platforms for discussion and engagement with policy-makers and other external actors
 - **Press:**
 - Local media partnerships: Collaboration with local press to disseminate alliance related news and activities.



11. 8. University of Architecture, Civil Engineering and Geodesy - UACEG

UACEG plays a significant role in the BAUHAUS4EU alliance by integrating its long-standing expertise in architecture, civil engineering, and geodesy with modern priorities such as digital construction technologies and sustainable development. UACEG sees its participation in BAUHAUS4EU as a natural extension of its mission to shape Bulgaria's infrastructure and urban landscapes.

Under the leadership of its first female Rector, Assoc. Prof. Dr. Arch. Gichka Kutova-Kamenova, the university is committed to becoming a high-tech, research-driven institution that bridges academia, industry, and public policy. The BAUHAUS4EU alliance supports this goal, especially in addressing the socio-economic challenges of the Yugozapaden (Southwest) region and the country, such as income inequality and environmental issues, through urban planning and sustainable infrastructure initiatives.

Through its involvement in the project, UACEG brings expertise in green building design, urban regeneration, and climate resilience, addressing societal needs, thus contributing to the sustainable development of local and regional economy. UACEG's specialization will support the academic staff and its graduates to contribute to the achievement of the priorities set in the "Competitiveness and Innovation in Enterprises" 2021-2027 Program and thus achieve intelligent and sustainable growth of the Bulgarian economy, as well as the implementation of industrial and digital transformation. UACEG will foster regional innovation, cultural transformation, and collaboration between civil society, businesses, and local authorities through its partnerships with organizations such as the National Association of Municipalities in Bulgaria and Sofia Development Association.

Beyond the local context, the BAUHAUS4EU alliance connects UACEG with EU-wide initiatives, including the European Digital Innovation Hub for Construction and the New European Bauhaus (NEB), ensuring its contributions to Europe's green and digital transitions. By integrating research, education, and civic engagement, UACEG positions itself as a key educator of future professionals and contributes to addressing societal challenges such as urbanization, environmental sustainability, and technological adaptation.



Communication channels and tools of UACEG

- **Internal communication:**
 - University newsletters: Used to highlight BAUHAUS4EU project activities and achievements for the internal academic community.
 - Regular personal interactions: Ongoing communication through virtual and in-person meetings (one-to-one meetings, e-mail, phone, ZOOM/Teams meetings)
 - Inter-university platform: Dedicated space to present the project and provide detailed information on key topics such as training programs, mobility opportunities and skills development
 - Alumni engagement programs: Involving alumni through mentorship, storytelling and participation in project related events
 - Infographics & interactive reports: Visually engaging materials to communicate project impact and progress in a compelling way.
- **External communication:**
 - **Digital platforms:**
 - UACEG university website: A dedicated section within the university website for visually engaging content, news and impact stories of UASG's participation in the alliance
 - Dedicated project website: A content-rich hub offering updates, resources, and project results.
 - Social media platforms (LinkedIn, Instagram, Facebook, YouTube): Regular updates to share milestones, events, testimonials, humanizing the project through personal posts from HEIs employees, promotional video of UACEG in the context of BAUHAUS4EU to present the project visually and highlight its values, success story videos and testimonials: short clips featuring faculty and student experiences and impact.
 - Cross-promotion: Simultaneous, multilingual content release across all partner institutions
 - Alliance E-newsletters: Targeted communication providing updates to external stakeholders
 - **Traditional media:**
 - Press releases: Announcement of key milestones in regional/national media and sector-specific media
 - Feature articles & interviews: Published in regional and national newspapers and industry blogs i.e. "Stroitel" ("Builder") newspaper, BTA (Bulgarian News Agency) and broadcast on BNR – the national radio.



- **Events and networking opportunities:**
 - BAUHAUS4EU major events: Participation in the Alliance's annual forum
 - Interregional workshops: UACEG will be organizing the 3rd interregional workshop
 - Live webinars, interactive spaces: Including LinkedIn groups, discussion forums, and collaborative research platforms for dialogue between faculty, students, and stakeholders
 - Workshops & seminars: Designed to engage students and staff with the project
 - Public forums & roundtables: Used to share findings and project impact with industry representatives, local authorities, and academic institutions, also increase visibility at academic and industry conferences
 - Sports & social events: To help create and sustain community spirit around the project
 - Annual conferences: To present progress, exchange knowledge and encourage stakeholder participation
 - Final international conference: A culminating event to summarize outcomes and celebrate achievement



11. 9. University of Economics in Katowice - UEKAT

University of Economics in Katowice was founded in 1937 and is the biggest and oldest business school in the Upper Silesia region, located in its capital, Katowice. Each year over 8 000 Polish and international students follow our degree program at the Bachelor, Master, Doctoral and Post-diploma levels at our five fields of studies: Finance, Economics, Informatics and Communication, Management and Spatial Economy and Regions in Transition.

Our students and graduates mature in a thriving metropolis engage in the development of the region in the course of their professional lives: managing companies, organizing socioeconomics life, taking part in a wide range of business activities.

Our educational offer and lifelong learning programs attract students from all over the world and from every generation. Due to the balance between academic strength and soft skills in our courses as well as professional career services the employability of our graduates is very high. We cherish relations with our local and international alumni engaging them in many activities on campus and in social media. We are proud to create today's managers for tomorrow's challenges.

Communication channels and tools of UEKAT

- **Internal communication:**
 - **Visual branding tools:**
 - BAUHAUS4EU logo on the homepage of the university, linking to information about the Alliance
 - Commercial printings, e-mail footers, presentation templates and letterhead
 - Printed and electronic posters on the University campus
 - Roll-ups in visible areas
 - Promotional gadgets and logo stickers distributed during events
 - **Email Newsletters:**
 - Students group: 10 000 subscribers/recipients



- Employees group (Administrative & Academic staff): 770 subscribers/recipients
- **Events for Internal Community:**
 - 2nd Forum
 - Workshops and seminars to engage students and staff
 - Open days
 - Bauhaus Café
 - Live streams with professors and students
- **External communication:**
 - **Digital platforms:**
 - University website: Dedicated section devoted to news and updates concerning the Alliance, available in two versions:
PL version www.ue.katowice.pl
EN version www.ue.katowice.pl/en
 - Dedicated project website
PL version www.ue.katowice.pl/bauhaus4eu
EN version www.ue.katowice.pl/bauhaus4eu-EN
 - Social media channels:
<https://www.facebook.com/UniwersytetEkonomicznywKatowicach>
<https://www.facebook.com/UniversityofEconomicsinKatowice>
<https://www.instagram.com/uekatowice>
<https://www.linkedin.com/school/universytet-ekonomiczny-w-katowicach/>
<https://www.youtube.com/UEKatowice>
https://x.com/UE_Katowice
<https://open.spotify.com/show/2TitZOYZkqbKopamvXtLzK>
<https://www.tiktok.com/@uekatowice>
 - Campus Communication tools:
Electronic screens on campus
Podcast through University AS Radio
 - Email newsletters
Journalists: 100
 - **Traditional media:**
 - Press releases: For the announcement of significant milestones
 - Feature articles: Published in regional and national newspapers or academic journals
 - **Events:**
 - Conferences and Fairs:
Presentation of the project results during national and international conferences on internationalization of higher education
Participation in scientific conferences to present outcomes and foster academic exchanges



11. 10. University of Macedonia - UOM

The University of Macedonia (UoM), situated in Thessaloniki, Greece, is an institution with a strong focus on economics, business administration, social sciences, and information technology. Joining the BAUHAUS4EU European University Alliance aligns with UoM's strategic priorities of internationalization, interdisciplinary research, and innovation-driven education. By participating in the Alliance, UoM aims to:

- Promote cross-border collaboration through joint research and academic programs.
- Enhance the visibility of UoM's research outcomes and educational innovations in Greece and beyond.
- Strengthen engagement with local authorities, industry partners, and the wider public, ensuring that the activities and outputs of the Alliance bring tangible benefits to the local community.

Communication channels and tools of UOM

- **Internal communication:**
 - UoM Email Newsletters: Monthly updates on Alliance activities, events, and opportunities for teaching and administrative staff and students
 - Regular Meetings: Host periodic online and in-person sessions to engage faculty and administrative staff with the BAUHAUS4EU initiatives
- **External communication:**
 - **Digital platforms:**
 - Dedicated BAUHAUS4EU Alliance Webpage on UoM Site: A local "hub" providing updates, calls for participation, and achievements related to the alliance
 - Social Media Platforms: UoM's official LinkedIn page (sharing project milestones and professional updates) Facebook, Instagram and Tik-Tok (Engaging a broader audience, including students, alumni and the local community)



- Press Releases & Articles: Submitting articles to local/national media, such as local newspapers in Thessaloniki and national education portals
- **Events:**
 - Workshops, Seminars and Conferences: Inviting local stakeholders, civil society organizations and business representatives to learn about the BAUHAUS4EU initiatives
 - Policy Dialogues: Co-organize roundtables with local authorities to explore how BAUHAUS4EU research-based activities linked to education and training can inform regional development strategies
 - Outreach Activities: Presenting BAUHAUS4EU initiatives at national and international conferences, to build networks and promote the alliance's goals.
 - Open Days and Webinars: Showcasing BAUHAUS4EU courses, summer schools, and exchange opportunities to UoM students, teaching and administrative staff
- **Promotional materials:**
 - Creating promotional flyers and infographics to highlight unique opportunities within the BAUHAUS4EU Alliance



12. CONCLUSION

This document is the first version of the Communication, Dissemination, and Outreach Plan. Created in the project's first year, this plan will be updated in February 2027, marking the project's 26th month. The plan serves as an overview for effective internal and external communication in the BAUHAUS4EU community.

This first edition focuses on describing the elements that are significant for the effective implementation of the communication and dissemination activities within the project, as well as in cooperation with the regional partners and networks. Based on this framework, the outcomes and activities of the alliance and the entire BAUHAUS4EU community will be promoted to a variety of different target audiences specified in the Plan.

The Communication, Dissemination, and Outreach Plan stated how the alliance's activities will take effect on the institutional level of member universities, on their respective regional and national levels as well as on the European level. General key objectives include the increase of awareness and visibility, stakeholder engagement, cross-collaboration, and the support of policy integration and standardization effort.

Among the defined primary audiences are:

- Students (undergraduate, postgraduate, PhD candidates, lifelong learners),
- Academic staff (professors, lecturers, researchers),
- Administrative staff,
- Research institutions and labs,
- University administrators and project managers,
- And BAUHAUS4EU associated partners and other regional stakeholders.

Secondary audiences consist of policymakers, the broad public and networks.

The main communication channels and tools for internal and external communication will be social media (LinkedIn, Instagram), the alliance's official website, events, newsletters, podcasts, branded materials, and features in traditional media as well as in-person meetings.

To ensure the continuity of the project's achievements and their sustainable exploitation, the Plan outlines several strategies applicable at both institutional and financial levels.

The second version of the Communication, Dissemination, and Outreach Plan will include data on the concrete measures taken and evaluate their performance, thus providing a first summary of the success and potential for improvement.



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