

E³UDRES²

Engaged and Entrepreneurial European University as
Driver for European Smart and Sustainable Regions

6.1 1st Annual Report on Sustainability and Dissemination

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Overview

Deliverable nr.	Deliverable name	Person responsible	Corresponding HEI
D 6.1	1st Annual Report on Sustainability and Dissemination	Project Lead	STPUAS

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Brief summary

Public Report delivered in English providing a qualitative status report of the dissemination and sustainability activities performed in E³UDRES², as well as relevant performance indicators (webstatistics, views/likes on social media, number of reports on campus media, media coverage etc.). The report covers project year 1 (M1-M12).

Abbreviations

IPS: Polytechnic Institute of Setúbal

MATE: Hungarian University of Agriculture and Life Sciences

STPUAS: St. Pölten University of Applied Sciences

UCLL: UC Leuven-Limburg University of Applied Sciences

UPT: Politehnica University Timisoara

ViA: Vidzeme University of Applied Sciences

WP: Work Package

UAS: University of Applied Sciences PHE:

Professional Higher Education

1. Background and description of the work package

One of the main strategic goals of E³UDRES² is to act as an “Engaged University” by initiating a lively exchange with diverse social target groups of a broad public. In addition, the establishment of various activities to promote open and engaged knowledge exchange constitutes one of the main results for which E³UDRES² strives for. This annual report outlines the achievements of E³UDRES² during the first project year (M1-M12), justifying it as a University which highlights open and engaged knowledge exchange that is strongly interrelated with challenge-based education, mission-oriented research, and human-centred innovation.

The organization of the E³UDRES² Alliance is grounded on six work packages (WP). In order for the above-mentioned strategic goal to be achieved, E³UDRES² has created a separate work package (WP6) which is dedicated on the “Dissemination and Sustainability” of the alliance. The role of WP6 is to generate activities, which are based on international standards, guidelines, policy papers, and scientific publications about “Engaged Universities” and contribute to their further development. In addition, WP6 members share their expertise with an aim to develop and improve concepts and offer engaging activities such as:

- Diverse activities in the field of science education for the general public
- Integration of citizen scientists in the knowledge development process
- Recognition and integration of the expertise of people and institutions outside of university or academic networks
- Full commitment to open access, open knowledge, open data, open science, open innovation etc.
- Sharing of ideas, talents and resources with various communities

The WP6 dissemination plan includes the following tasks:

- T 6.1. Co-Creation of a knowledge exchange strategy
- T 6.2. Science Engagement
- T 6.3. Open Science
- T 6.4. E³UDRES² Campus Media
- T 6.5. Annual Conferences and Workshops
- T 6.6. Scientific Dissemination
- T 6.7. Corporate Identity and Marketing
- T 6.8. E³UDRES² Online
- T 6.9. Public Relations
- T 6.10. Internal Communication
- T 6.11. Long-term strategy for sustainability of the alliance
- T 6.12. Sustainable platform-oriented business models

For the first year, WP6 has mostly focused on dissemination strategies, as well as open and engaged knowledge exchange (e.g. public outreach, citizen science etc.). However, in the terms of sustainability, the alliance has also successfully developed and submitted project proposals for further funding.

2. Co-Creation of a knowledge exchange strategy (T 6.1)

During the first year, E³UDRES² has successfully approached and actively interacted with regional stakeholders. Those interactions were achieved through various online and onsite events, which took place throughout the alliance’s European Mega-campus.

The biggest cross-campus event which actively included stakeholders, students, and citizens from all E³UDRES² regions was the “Living Labs”. Living Labs are defined as laboratories in which universities, companies, and the general public interact by co-creating knowledge with a primary objective to create and develop innovation by actively engaging all the participants. E³UDRES² adopted the concept of Living Labs for the development of “Future Universities” and smart and sustainable regions.

The first edition of the Living Labs took place in June 2021. The three research networks of E³UDRES² (i.e. Circular Economy, Human Contribution to Artificial Intelligence, Wellbeing and Active Aging) held separate sessions with relevant stakeholders, as well as citizens and students who were interested in the respective topics. In total, the Living labs included 14 stakeholders, as well as students from all 6 members of the alliance. The groups worked together closely and participated in various challenges (e.g. Photovoice challenge). The outcome of the sessions was the establishment of three project proposals which were submitted for the E³UDRES² internal funding in August 2021. The stakeholders are to date in close collaboration with the E³UDRES² research networks and will be part of the second edition of the Living Labs, which will take place in March 2022.



Results from the photovoice challenge which took place during the first living labs on sustainable mobility. The participants (stakeholders and students) submitted photos of good practices and challenged of mobility from their regions.

Apart from cross-campus events, many alliance members have established networking events for regional stakeholders and the local government, proving that E³UDRES² kept pushing links to regional communities as well. Thus, local potential collaborators had the opportunity to experience E³UDRES² from the inside, get in contact with its community and ultimately be part of it. The regional events that took place within the 1st year are listed below:

Regional stakeholder workshops: In March and April 2021, all E³UDRES² partners have organized regional stakeholder workshops. Due to the COVID-19 pandemic those workshops took place online. Nevertheless, more than 80 stakeholders, entrepreneurs, and innovators were engaged in total, who together with the members of the alliance defined visions and general concepts of the “Future Universities” and “Smart and sustainable regions” (for more details see deliverable D2.8: Regional stakeholder Workshop 1).

Future Couch (at UCLL): an interview series about future thinking with innovative stakeholders. The “Future Couch” was a series of talks moderated by 2 UCLL staff members, both active members of E³UDRES². The program had 4 editions/sessions. In each session 4 guests were invited to talk about a topic. At the end the audience could also ask questions. The sessions were broadcasted live on MS Teams ([link](#)).

Summer guests (at UCLL): a networking event between the “Future Couch” participants, educational innovators, and representatives from UCLL. The event was organised by the UCLL E³UDRES² team, and was specifically managed by members of WP5. The event took place on the 8th of August 2021 and included 10 prominent external stakeholders and 10 UCLL representatives ([link](#)).

Meeting with regional government (at STPUAS): During the first days of E³UDRES² the organisation team at STPUAS met with the Federal Minister in order to present the initiative of Future Universities. In addition, the local government of St. Pölten became familiar with E³UDRES², its primary objectives and mission. The meeting took place on the 2nd of October 2021 ([link](#)).

E³UDRES² has also been participating in networking events, which involved other European University alliances, linking E³UDRES² 's regional communities on a European level. Specifically, UPT took place in the constitutive meeting of Romanian European Universities. This initiative aimed to create a group with all Romanian Universities which are parts of different European University Alliances. Correspondingly, STPUAS attended a networking event at the Austrian Ministry of Education, Science and Research. The event included all Austrian Universities and Universities of Applied Sciences which are parts of European University alliances ([link](#)).

Lastly, E³UDRES² was also represented in the EURASHE Dialogue Platform of European Universities of Applied Sciences (UAS). With most of our member-institutions being UAS, E³UDRES² actively participated in the first meeting of this initiative ([link](#)). The platform was set up to further support professional higher education (PHE) institutions within the pilot European Universities alliances and to facilitate the exchange of experiences and views on specific PHE-related issues.

3. Science Engagement (T 6.2)

Within the first year of its actions E³UDRES² has put a large focus on public outreach by developing innovative ways to act as an engaged multi-university campus. The Alliance has contributed to science communication and science engagement both as across-campus, as well as on a regional level.

One of the biggest science engagement activities of the past year was the “Hack2Change: Smart and Sustainable Regions Hackathon”. With the motto “Imagine you can change the future of your European regions”, Hack2Change was an online 36-hour event where students and citizens were challenged to find solutions on real regional problems submitted by regional stakeholders from all six E³UDRES² regions. Despite the online processing of the event, each partner arranged on-site spaces and side events for their regional participants.

95 people from 12 countries registered for Hack2Change, which also included 21 mentors and 6 jury members. Hack2Change was a very successful event which engaged students and citizens, as well as stakeholders with whom E³UDRES² worked closely for the establishment of the challenges. The program, details and results of the first Hackathon can be found in this [link](#).

On a regional level, E³UDRES² brought science to the public through science festivals and master classes. UPT took part in the Flight Festival – Tech World, which took place 27-29 August 2021, at the Cioca Aerodrome Timișoara. UPT presented projects and technologies of the future. In the dedicated stand, which attracted the interest of over 1000 visitors, experienced educational and cultural applications were presented to the community with the help of augmented reality, holograms, but also free digital skills courses developed within national projects and implemented by the university ([link](#)).

Furthermore, within the context of E³UDRES², from March to May 2021, ViA implemented a series of online innovation workshops and masterclasses for high school students. The event included 13 topics, 69 innovation workshops and masterclasses and over 1000 high school student participants ([link](#)).

The E³UDRES² partners have also applied with innovative proposals for the European Researcher's Night events in the calls of 2021 and 2022-2023. In particular, STPUAS has applied for the 2021 (Acronym: exploREsearch) and 2022-2023 (Acronym: LiS-Dig) ERN calls in collaboration with other Austrian Universities and research institutes. ViA has also applied for the 2022-2023 ERN proposal (Acronym: NaktsLV) in collaboration with other Latvian universities and institutes. Lastly IPS has also applied for the 2022-2023 ERN call (title: SOUTHSIDE OF SCIENCE) in collaboration with 3 Higher Education Institutions, 1 City Council, 2 Research Organizations, 1 company and 11 Non-Governmental Organization.

4. E³UDRES² Campus Media (T 6.4)

E³UDRES² has utilized its media facilities across campus in order to produce audio visual content. One of the first attempts was a promotional video which included all E³UDRES² partners and was published on the E³UDRES² YouTube Channel in May 2021. The video was created in order to strengthen the alliance's corporate identity and visibility ([link](#)).

The E³UDRES² news-page is constantly updated with news and events from our partners of the alliance. Within the first year, the page has included 26 blog posts which can be found here: <https://eudres.eu/news>

The first E³UDRES² Inspiring Chats were published as result of the online conference in March 2021. Inspiring Chats are online panel discussion focussing on specific topics. The first Inspiring Chats discussed the topics of "Future Universities" and "Smart and Sustainable Regions". Those topics correlate with the overall topic of the opening conference.

Both Inspiring Chats have been recorded and are available on YouTube:

- **Inspiring Chat #1 on "Future Universities" ([link](#)):**

Panelists: President of Polytechnic Institute of Setúbal, President of the University Senate of Politehnica University Timișoara, Leading researcher at Vidzeme University of Applied Sciences

- **Inspiring Chat #2 on "Smart and Sustainable Regions" ([link](#)):**

Panelists: Director of International Relations at Hungarian University of Agriculture and Life Sciences, Head of research unit Smart Organisations at UC Leuven-Limburg, Chairperson of the St. Pölten University of Applied Sciences Board

5. Annual Conferences and Workshops (T 6.5)

With an aim to ensure high level of involvement of members, partners and relevant stakeholders, on the 22nd and 23rd of March 2021 E³UDRES² organized its first Opening conference. The topic of the Online Opening Conference was “Towards Future Universities for Smart and Sustainable Regions”. The virtual event was hosted by STPUAS. With more than 150 people from all six member countries of the consortium attending the conference, the event can certainly be regarded as a successful and motivating milestone for E³UDRES² ([link](#)).

The event dealt with the two core topics of E³UDRES², “Future Universities” and “Smart and Sustainable Regions”. Prior to the event, ideas for these two main subjects were collected in the “E³UDRES² Call for Ideas”, which was open to submissions from everyone within the E³UDRES² consortium, as well as external stakeholders and citizens. Selected contributions were presented at the conference and discussed in a virtual coffee lounge, allowing the attendees to get in touch directly with the authors of the concepts and other participants of the conference. Those ideas are also presented in the E³UDRES² website, while submissions for inspiring ideas are open all year long for everyone ([link](#)). The alliance celebrated its official E³UDRES² Online Opening Ceremony with statements by high national and international political representatives. The E³UDRES² Online Opening Conference marked the kick-off to a successful cooperation within the alliance, connecting to external institutions and various stakeholders, and providing a preview of what’s to come concerning the topics of E³UDRES².

With an aim to work on possible scenarios of Future Universities as drivers for smart and sustainable regions and create local ownership of both the project and the future of the Alliance, members of WP2 established two editions of the “Future castings workshop”. The workshop engaged members from all work packages who, besides the definition of a future university, also discussed the establishment of a common E³UDRES² context map (for more details see deliverable D2.3: Future Casting Workshop 1, and D2.4: Future Casting Workshop 2).

On the 25th of May 2021, the WP4 held the online workshop entitled “Citizen Science and Living Labs”. The workshop was organized by three members of the Circular Economy research network, 1 from UCLL and 2 from STPUAS. The main objective was to learn about and discuss the best approaches to conduct citizen science projects and organize living labs. The following topics were addressed, resulting from consultation with researchers (via online surveys and polls): (i) the added value of citizen science; (ii) deciding which citizens and stakeholders to include; (iii) Engaging citizens; (iv) citizen science research design; (v) how to organize a living lab; and (vi) further resources. The workshop was attended by 19 members of the WP4 team, mainly researchers from the three Research Networks established under WP4.

6. Scientific Dissemination (T 6.6)

With regards to ensure that knowledge and experience are disseminated, E³UDRES² is regularly presented at annual meetings and conferences for Higher education. During the first year, E³UDRES² partners have held 8 oral presentations in 7 different conferences and meeting:

- **4th Internationalization Forum WSB Akademia. 24-26 May 2021 ([link](#))**
E³UDRES² was presented by colleagues of UCLL

- **International Workshop Open education in pandemic times. 3 March 2021 ([link](#))** E³UDRES² was presented by UPT staff member
- **Damen Logistik Club. 18 March 21 ([link](#))**
E³UDRES² was presented by STPUAS staff member
- **MSCA Green Deal Cluster event. 6-7 July 2021 ([link](#))** E³UDRES² was presented by STPUAS staff member
- **N'Cyan Zukunft im FoKus. 30 October-2 November 2021 ([link](#))** E³UDRES² was presented by STPUAS staff member
- **N'Cyan Zukunft im FoKus. 30 October-2 November 2021 ([link](#))** E³UDRES² was presented by STPUAS staff member
- **EURASHE 30th Annual Conference. 20-21 May 2021 ([link](#))**
Presentation of E³UDRES² by two STPUAS staff members
- **EduFest - Ülemiste City Future Forum. 15 September 2021 ([link](#))**
Presentation of E³UDRES² by two VIA staff members

WP6 has continuously presented the results of the above-mentioned events by actively publishing social media posts and articles on the E³UDRES² website, as well as the websites of all partner institutions.

7. Corporate Identity and Marketing (T 6.7)

One of the first tasks that E³UDRES² focused at its beginnings was the establishment of a recognizable corporate identity. The E³UDRES² team closely collaborated with the DDM branding agency for the establishment of a brand book, which includes the logos, fonts, visuals and colour palette that make up the identity of the Alliance. All these elements were incorporated in the E³UDRES² website which is constantly updated with the assistance of DDM. The main idea of the E³UDRES² branding is to be young, lively but above all collaborative and close to the students, close to the partner universities and one step closer to a collaborative Europe. To show diversity, the consortium decided, that E³UDRES² will not focus on one main colour. Instead of that, four colours are included in the E³UDRES² visual appearance: E³UDRES² Purple, E³UDRES² Yellow, E³UDRES² Turquoise and E³UDRES² pink. One of the graphic elements frequently used in the brand's visual communication is a network, created by the joining of lines, represents the link between the six countries, considering the geographic position of each. The diagonal lines used express dynamism, a concept also associated with youth and change, both present in the brand's identity values. This dynamism and variety are also visible in the use of the logo: The logo is available in all four different E³UDRES² colours and can be used by the consortium equally.

The abovementioned elements are also incorporated in a series of templates created for the strong establishment of the alliance's visual identity. All partners can use various templates for presentations, project deliverables, as well as miscellaneous documents such as meeting minutes, letters etc. In addition, elements of the established corporate identity are used from some partners as part of their email signatures in order to strengthen the alliance's visibility. Lastly, the creation of a factsheet brochure also helped with increasing the visibility of E³UDRES² ([link](#)).

The image of each event is created centrally and always respects the E³UDRES² visual identity. The dissemination of events through different channels, online and offline, follows the same graphic line. The materials, made in English, are available to all partners, and editable files are available whenever partners want to translate the content into their language. Thus, the corporate identity of the brand is reinforced, a uniform communication of events is

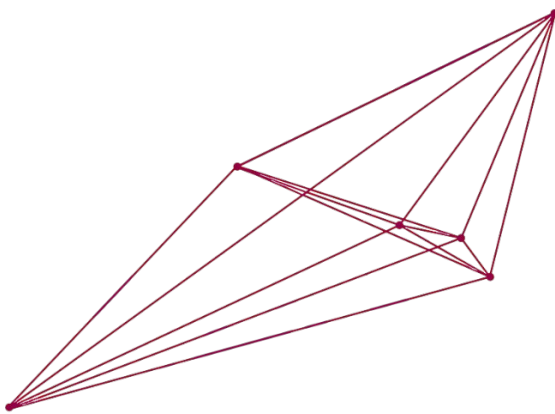
guaranteed, while allowing the adaptation to the regional specificities of each partner. The work is made within a global brand logic, with local specifics.



Cover of the E³UDRES² brand book created in close collaboration with Branding Agency



The E³UDRES² colour palette: "E³UDRES² Purple" represents the main colour of the brand. The DDM rest of the colours are used in equal parts.



Organic lines representing the network of member-institutions of the E³UDRES² alliance. The diamond-shaped graphic element is formed by connecting the location of all E³UDRES² partners with each other on the European map.



Logo E³UDRES² single-line with sub-title (E³UDRES² purple)



Logo E³UDRES² single-line with sub-title (E³UDRES² pink)



Logo E³UDRES² single-line with sub-title (black)



Logo E³UDRES² single-line with sub-title (E³UDRES² yellow)



Logo E³UDRES² single-line with sub-title (E³UDRES² turquoise)



Logo E³UDRES² single-line with sub-title (white)

Different variations of the E³UDRES² logo in all E³UDRES² colours. The coloured logos are used equally. The monochrome black and white variants are only used if it is not possible to place a coloured variant.

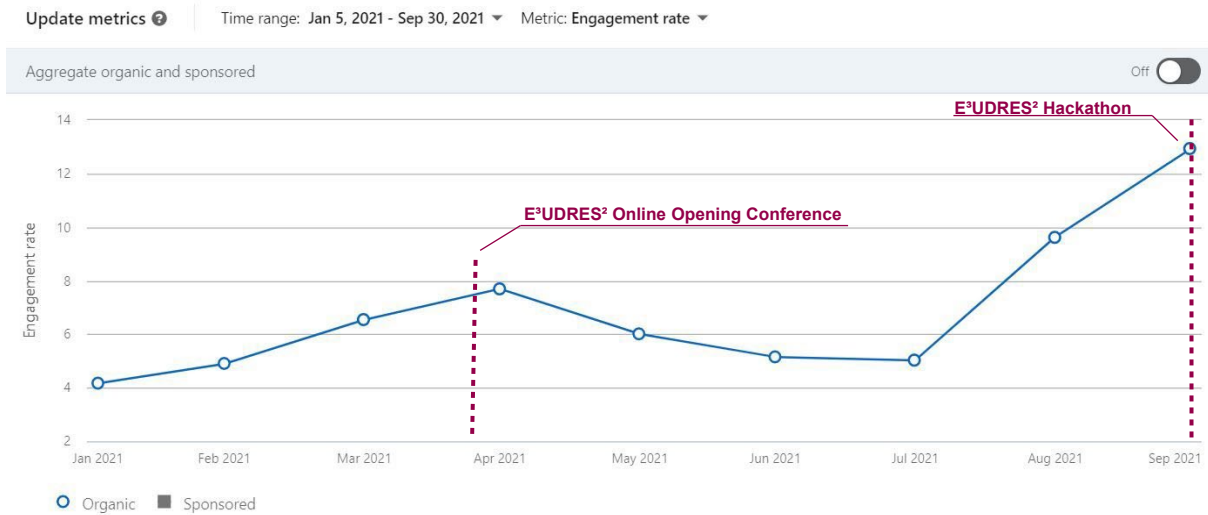
8. E³UDRES² Online (T 6.8)

After having a first very simple project website linked to the STPUAS website, a new website for E³UDRES², already based on the new branding, was launched in February 2021 (www.eudres.eu). This website is extended continuously, becoming a digital platform for sharing information, interacting, and collaborating.

The professional appearance of the alliance on the internet and on social media was a focus of WP6 from the very beginning. In January 2021, the alliance launched its social media platforms (i.e. **Instagram**, **Facebook**, **LinkedIn**, later also **YouTube**). Those platforms are used frequently in order to disseminate all E³UDRES² activities and events, as well as highlight important milestones that are achieved by all partner institutions. The platforms of Instagram, LinkedIn, and Facebook are used as the main dissemination media for the communication of big E³UDRES² events such as the Online Opening Conference, the Future Couch, the Living Labs, and the Hackathon. In addition, all social media platforms have promoted and supported local events from all partners of the alliance. Collectively, E³UDRES² has created 69 Instagram, 87 Facebook, and 74 LinkedIn posts, as well as multiple stories to promote upcoming and ongoing events during the first year.

In terms of social media following, E³UDRES² shows the highest numbers on Instagram with 150 followers organically acquired from January to September 2021, with LinkedIn ranking second with 149 followers and Facebook third with 140 followers. Comparing the graphs showing the interactions and engagement of those communities on LinkedIn and Facebook, it is evident that there's a clear rise in interactions during big E³UDRES² events - for example this is visible during the E³UDRES² Hack2Change Hackathon (23 and 24 September 2021), an event that was heavily promoted on social media. A peak in interactions, can also be occurred during the development of the Online Opening Conference (22 and 23 March 2021), especially on Facebook. Regarding the visibility of the E³UDRES² content across the different platforms during the first year the E³UDRES² Facebook page seems to have reached the largest audience, with a total reach of 17.996 people. LinkedIn posts reached approximately 1.000 impressions per month.

Even though E³UDRES² posts the same content on Facebook, Instagram and LinkedIn, it is noticeable that the audience differs from platform to platform. Specifically, the age groups of 18 to 24 years and 25 to 34 years are more prominent on Instagram, while the age groups over 45 years are more active on Facebook (no respective information provided by LinkedIn). Apart from the E³UDRES² social media, activities and events have been continuously disseminated by the individual social media platforms of the alliance members (see Internal Communication)



Graph showing the engagement rate with E³UDRES² LinkedIn posts from 05 January 2021 (date of account creation) to 30 September 2021 (data from LinkedIn Analytics).



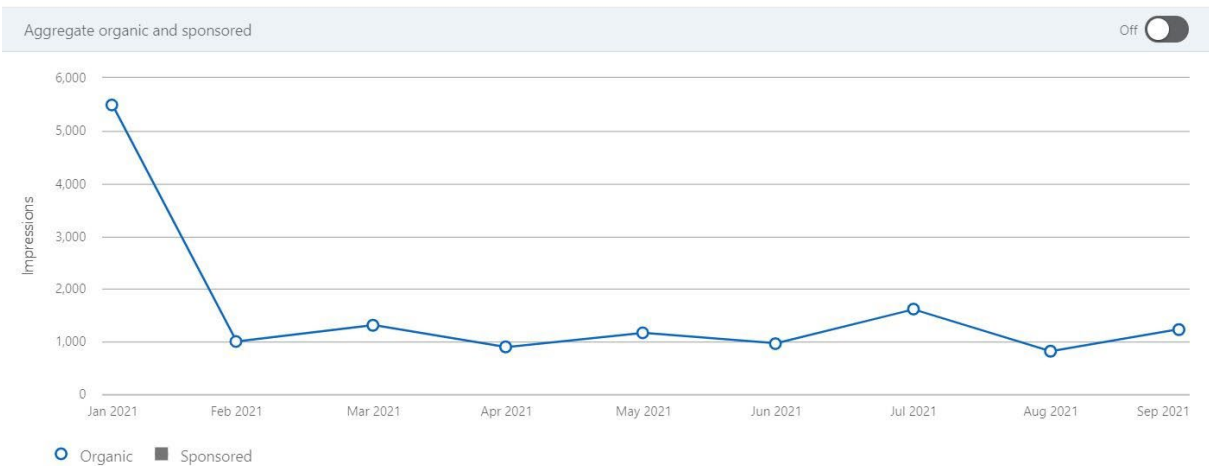
Graph showing the interactions with E³UDRES² Facebook posts from 04 January 2021 (date of account creation) to 30 September 2021 (data from Facebook Business Suite).



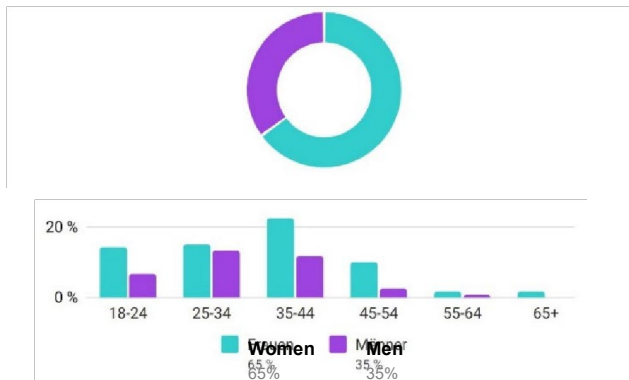
Graph showing the reach of E³UDRES² Instagram posts over time; 04 January 2021 (date of account creation) to 30 September 2021 (data from Facebook Business Suite).



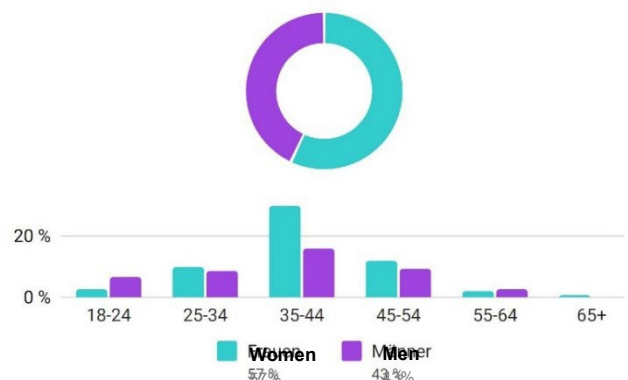
Graph showing the reach of E³UDRES² Facebook posts over time; 04 January 2021 (date of account creation) to 30 September 2021 (data from Facebook Business Suite).



Graph showing the impressions of E³UDRES² LinkedIn posts over time; 05 January 2021 (date of account creation) to 30 September 2021 (data from LinkedIn Analytics).



Graph showing the age groups and (selected) gender of E³UDRES² Facebook followers (data from Facebook Business Suite).



Graph showing the age groups and (selected) gender of E³UDRES² Instagram followers (data from Facebook Business Suite).

9. Public Relations (T 6.9)

E³UDRES² has been strongly focusing on public relations on a regional, as well as international level. Within the first year the alliance has been presented in 42 press releases and 3 articles. These publications highlighted the beginnings of the alliance as well as all important events that took place within the first year. An analytical table with links to every article and press release can be found in the **Appendix**.

STPUAS concluded a service contract with an external PR agency (PR&D) to prepare international press releases. In the first year of E³UDRES², a total of six press release was published by the agency, which were spread on Austrian and European Level to communicate the E³UDRES² idea on a broader level.

10. Internal Communication (T 6.10)

In order to guarantee that E³UDRES² and its activities is well-known and visible across the alliance's mega-campus, E³UDRES² ensured that all actions and related issues are communicated through the individual channels of all associated partners. Precisely, all alliance members have continuously presented E³UDRES² and its activities via their institutions' websites, as well as their newsletters and social media platforms. In addition, UPT and UCLL have created printed brochures (in Romanian and Dutch respectively) in order to strengthen the visibility of E³UDRES² within their institutions. In August 2021 UCLL has also created their own E³UDRES² website where once can receive general information about the alliance, as well as updates on current and upcoming events in Dutch ([link](#)). In addition, UCLL has also launched the E³UDRES² intranet pages in order to strengthen their internal communication, as well as distribute information on events such as the I Living Labs. Some partners reinforce the alliance's visual identity on their campus with specific actions. As an example, IPS placed large canvases on campus with the image of E³UDRES² placed near the entrance of most of their faculties, next to central services and in the main auditorium.

In order to disseminate E³UDRES² within their student community the associate partners have created various events and audio-visual content. In April 2021 ViA created two video entitles "What is European University" which evolved Latvian students. The videos were published in the Institution's Facebook page ([link 1](#) & [link 2](#)). MATE promoted E³UDRES² as well as its events (e.g. Hack2Change Hackathon) in two on-site events: the Orientation Week 2021 for International Students and the Innovation Compass Online Information Day ([link](#)), which both took place in September 2021.

Communication within the E³UDRES² teams of the individual institutions, as well as the work package is also immensely important. Therefore, the WP6 team is constantly seeking to optimize the communication within the WP but also across all WPs. In December 2020 the kick-off meeting of WP6 took place. Since then, the WP6 team met every 3 months. However, smaller meeting between local WP6 teams, as well as with other WPs and coordinators also took place in-between. For the internal communication of all work packages, STPUAS established an MS Teams system with multiple channels that correspond to each work package. Each staff member has access to the E³UDRES² MS Teams channels, as well as to the commonly shared documents that are stored within. Thus, all members can quickly and easily use the chat function or share documents with the colleagues from each WP through this platform. In addition, once a month a virtual networking event is taking place in wonder.me, which is a virtual room where participants can communicate through video chat. The E³UDRES² wonder.me events take place monthly. Those networking events offer the opportunity to talk to members of the partner institutions, to members of other work package in a relaxed atmosphere.

11. Long-term strategy for sustainability of the alliance (T 6.11)

This first three years of E³UDRES² Erasmus+ funding is the kick-off for establishing a longterm intensive collaboration between the participating partners. Jointly with other WPs, a long- term strategy for the sustainability of the alliance will be developed. However, the main focus in the first year of collaboration was to establish current network, the internal processes and collaboration culture, first successful proposals for further funding were handed in.

In the first year, E³UDRES² made already quite good progress in broadening and consolidating the E³UDRES² network. Several proposals for European funded project were handed in. The first successes could already have been achieved:

- **E³UDRES² Entrepreneurship and Innovation Network for Smart and Sustainable European Regions (E.I.N.S.)**

This project is funded by the EIT HEI Initiative as one of the first pilot projects. Within this project E³UDRES² join forces with UIIN (University Industry Interaction Network) to co-ideate novel pathways for entrepreneurial universities, drive the development of entrepreneurial education, co-create advanced support for innovation and business creation, and enhance collaboration across the knowledge triangle beyond the state of the art.

(<https://eudres.eu/eins>)

E.I.N.S had defined the following long-term strategic priorities:

- Empower and support “Ent-Re-Novators” to bridge the gaps within the knowledge-triangle
- Enhance entrepreneurial education to enable learner-driven innovation
- Link smart specialisation and open innovation to connect regional ecosystems with PanEuropean networks
- Provide expertise and resources to turn ideas into value for smart and sustainable European regions

E.I.N.S is supported by EIT InnoEnergy, coordinated by RawMaterials and Co-funded by the European Union. The project start is scheduled at 1 October 2021. After phase 1 (6 months), it will be prolonged in phase 2 up to a total of 24 months. The funding for both phases consists of approximately 2 Mio €.

- **Blended Intensive Programmes (Erasmus+):**

E³UDRES² applied for several Blended Intensive Programs (BIP) during the first call of this Erasmus+ call.

- Each E³UDRES² member will host at least one Blended Intensive Program connected to the I living labs.
- In addition to that, one Blended Intensive Program related to Innovation and Entrepreneurship will be hosted by STPUAS.

Conclusions and Future objectives

Within the first year of E³UDRES², WP6 has certainly achieved a lot in the area of dissemination, knowledge exchange and public engagement but also in the sustainability of the alliance by supporting the submission of several project proposals. The alliance is constantly presented in articles and press releases, which strengthens its public relations. The regular presence of E³UDRES² on social media has proved to be effective by the continuously rising numbers of followers/subscribers, as well as the ever-growing engagement. The continuous dissemination of the alliance’s activities has strengthened the links and collaboration strategies of WP6 with other WPs. These collaborations are currently enhanced with the optimization of internal communication between and across the different E³UDRES² WPs and research networks.

The WP6 team is aware of the areas that need to be strengthened moving forward. Science engagement and scientific dissemination will be more prominent during the second year with the enrichment of the E³UDRES² research networks and development of the successful internally funded proposals. The internal communication will be optimized further by employing a common communication strategy for E³UDRES² while at the same time respecting and embracing characteristics of all the associate partners (e.g. language/multilingualism). The team has already started with the organization of podcasts and video interviews for the further engagement with regional stakeholders, innovators, and educators and strengthen knowledge exchange, scientific engagement, as well as the utilization of E³UDRES² Campus Media. WP6 will also focus on increasing social media engagement with

more cross promotion using the institutional social media accounts of all E³UDRES² partners. In addition, the audio-visual content to be created will be constantly promoted on the alliance's social media channels and attract a wider audience.

The first part of the first year was mostly dedicated to creating E³UDRES² 's notoriety in order to start making it known to internal and external audiences. Our internal audiences were above all students, professors and researchers, not disregarding the involvement of the rest of the staff. The other big part of the work was dedicated to the dissemination of events promoted by the other WP. The tone of the communication was primarily informative.

For the second year, the work focused on involvement will gain more strength, which, over time, will lead us to structuring solid foundations for the sustainability of the project

On the other hand, we are now more aware of our constraints, of the communication needs that each event implies and of the targets and channels to work with. Reflection on these aspects will lead to a strengthened communication strategy for the second year.

Appendix

Table of all press releases and articles that were published by E³UDRES² and the partner institutions during the first project year. All elements are sorted by date from the most recent to the oldest.

No.	Institution	Type of document	Title and link	Date of publication
1	IPS	Article	European Alliance E3UDRES2 aims to build the university of the future together with the regions	30.09.2021
2	STPUAS	press release	European University Alliance E³UDRES²: First Steps to Make European Regions Smarter & Sustainable	23.09.2021
3	UPT	Article	The 10 Most admired universities and colleges to watch in 2021 / Politehnica University Timisoara: Enhancing the Entrepreneurial Skills of Students	01.08.2021
4	IPS	press release	E³UDRES². How the Polytechnic of Setubal became a European campus	24.06.2021
5	IPS	press release	IPS builds the University of the Future	28.04.2021
6	IPS	press release	E³UDRES² UNIVERSITY. FUTURE IN ONLINE ANALYSIS	23.04.2021
7	IPS	press release	EUROPEAN UNIVERSITY E³UDRES³: Selected Setubal Projects	31.03.2021
8	IPS	press release	Alliance joins the Polytechnic Institute of Setúbal (IPS) with five European partners. E³UDRES² University bets on co-creation to improve the living standards of the regions	26.03.2021
9	IPS	press release	Call for Ideas. European university selects projects from Setúbal	25.03.2021
10	IPS	press release	E³UDRES² University makes itself known	19.03.2021
12	IPS	press release	European University E³UDRES² will be the engine for smart and sustainable European regions. Project is presented for the week	18.03.2021
13	STPUAS	press release	Towards Future Universities for Smart and Sustainable Regions: European University Alliance E³UDRES² celebrates its first Online Opening Conference	18.03.2021
14	STPUAS	press release	Hin zu "Future Universities for Smart and Sustainable Regions": Die European University-Allianz E³UDRES² feiert ihre erste Online Opening Conference	18.03.2021
15	IPS	press release	Setúbal - Minister Manuel Heitor present at the opening, on March 22. E³UDRES² University is officially launched in online conference	17.03.2021
16	IPS	press release	RESULTS OF THE CHALLENGE LAUNCHED IN FEBRUARY. European University chooses two IPS projects with a view to building education and the future region	15.03.2021
17	IPS	press release	E³UDRES² European University takes its first steps	26.02.2021
18	IPS	press release	IDEA CONTEST. Polytechnic Institute projects university of the future with the help of the population	08.02.2021

19	IPS	press release	Polytechnic Institute designs the university of the future with the help of the population	08.02.2021
20	IPS	press release	IPS launches ideas competition within the framework of the European University E³UDRES²	06.02.2021
21	IPS	press release	Setúbal - IPS launches ideas competition within the framework of the European University E³UDRES²	06.02.2021
22	IPS	press release	The challenge is made to the entire region until February 15th	05.02.2021
23	IPS	press release	IPS challenges inhabitants to contribute to making Setúbal a smarter and more sustainable region	05.02.2021
24	IPS	press release	Polytechnic Institute of Setúbal is already a European campus	03.10.2020
25	IPS	press release	IPS gains European Campus status	02.10.2020
26	IPS	press release	IPS gains European Campus status	01.10.2020
27	UPT	Article	Romanian Universities part of the European Universities Programme. An general interview of the Rector Florin Drăgan was published on the subject of E³UDRES² project.	23.09.2020
28	IPS	press release	IPS with approved application to European University	13.07.2020
29	IPS	press release	Four Portuguese Polytechnics are part of three consortia approved for projects by European Universities	12.07.2020
30	IPS	press release	Polytechnic of Setúbal sees application for European University approved	12.07.2020
31	IPS	press release	IPCA integrates European University RUN-EU	12.07.2020
32	IPS	press release	IPS application approved by the European Union	11.07.2020
33	IPS	press release	IPCA integrates European University RUN-EU	11.07.2020
34	IPS	press release	IPCA integrates European University RUN-EU	10.07.2020
35	IPS	press release	Five million euros European project a lever for the regions. Polytechnic of Setúbal sees application for European University approved	10.07.2020
36	IPS	press release	IPS approves application to European University	10.07.2020
37	IPS	press release	Polytechnic of Setúbal with application to European University approved	10.07.2020
38	IPS	press release	IPCA integrates network of European universities	10.07.2020
39	IPS	press release	European Commission approved the candidacy of the Polytechnic of Setúbal 24 new European Universities strengthen the European Education Area	09.07.2020
40	IPS	press release	More 24 European Universities with 7 Portuguese institutions	09.07.2020
41	UPT	press release	Seven universities in Romania were selected by the European Commission in the call for the European Universities network	09.07.2020
42	IPS	press release	Polytechnic of Setúbal invests heavily in international partnerships	28.05.2020
43	IPS	press release	Polytechnic of Setúbal bets heavily on international partnerships	27.05.2020

44	IPS	press release	Consortium brings together partners from Austria, Belgium, Hungary, Latvia and Romania. Polytechnic of Setúbal applies for the European University	04.03.2020
45	IPS	press release	Polytechnic of Setúbal applies for the European University	04.03.2020