

E³UDRES²

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

6.3. 3rd Annual Report on Sustainability and Dissemination

September 2023

Authors: St. Pölten University of Applied Sciences (Austria), Polytechnic Institute of Setúbal (Portugal), Hungarian University of Agriculture and Life Sciences (Hungary), UC Leuven-Limburg University of Applied Sciences (Belgium), Politehnica University Timisoara (Romania), Vidzeme University of Applied Sciences (Latvia)



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Overview

Deliverable nr.	Deliverable name	Person responsible	Corresponding HEI
D 6.3	3 rd Annual Report on Sustainability and Dissemination	WP10 Leader	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 (web statistics, views/likes on social media, number of reports on campus media, media coverage etc.). The report covers project year three (M25-M36), October 2022 – September 2023.

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
HFD	Fulda University of Applied Sciences
SAXION	Saxion University of Applied Sciences
JAMK	Jyväskylä University of Applied Sciences
WP	Work Package
UAS	University of Applied Sciences
PHE	Professional Higher Education

1 Background and description of the work package

From its inaugural stages E³UDRES² has been acting as an Engaged University by initiating and maintaining a lively contact and exchange with diverse social target groups of the broad public. Specifically, during the first year, E³UDRES² established and promoted various activities and participation opportunities for students of different levels of education, citizens, and other stakeholders. During its second year of operation, E³UDRES² collected the learnings, good practices, and challenges faced during public outreach efforts while continuing the communication and dissemination of events activities, constantly supporting other WPs, and as well as striving for promoting the overall visibility of the alliance, its vision and mission, and European values.

On the third year of operation of the alliance, WP6 kept public engagement and assistance of other WPs its highest priorities, with the continuous support of various activities and participation opportunities for stakeholders. This annual report outlines the achievements of E³UDRES² during the third project year (M25-M36).

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 Access - 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

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

During the third year, E³UDRES² continued the vivid interaction with regional stakeholders, citizens, students, internal staff, and regional and European government. Those interactions were achieved through various online and onsite events, which are comprehensively listed below.

2.1 Europe-wide and international outreach

E³UDRES² at EUniWell Assembly in Budapest

From 13-14 October 2022, Semmelweis University, as a part of the EUniWell University Alliance, organized its fourth EUniWell Rectors' Assembly as well as a European Universities Assembly. Other European University Alliances, such as E³UDRES², were also invited to join the events, which took place in Budapest, Hungary. [Read more here](#)

UAS4Europe paper

On 29 November 2022, the UAS4Europe network publicised their latest paper titled "[UAS'ers Guide to building innovative ecosystems](#)" - a document offering insight into how Universities of Applied Sciences shape and contribute to regional innovation ecosystems. E³UDRES² was represented in this publication by Lead Coordinator, who was a part of the Expert Group working on the paper.

[Read more here](#)

EAIE blog post

On January 2023 E³UDRES² Lead Coordinator of St. Pölten UAS published a blog post for the European Association for International Education. His text discusses regionally anchored higher education institutions and their role in innovation. [Read more here](#)

Meeting of Rectors of European University Alliances

On 30 and 31 January, rectors of various European University Alliances met to discuss about their good practices, visions, and challenges. E³UDRES² Lead Coordinator reported on the most important experiences in the context of leading a European Universities Alliance. [Read more here](#)

European Learning & Teaching Forum 2023

The European Learning & Teaching Forum took place on 02-03 February 2023 at University of Deusto in Bilbao, Spain. Staff Member of STPUAS, represented E³UDRES², showcasing the different possibilities the alliance offers for learners, educators, and researchers. [Read more here](#)

Connecting with the “Coalition of the Willing”

In April 2023, a Commissioner brought together representatives of European Universities with the "Coalition of the Willing", a conglomerate of several companies, business agencies and more, all related to the European Innovation Agenda. The aim of connecting those players is to bring together innovation hubs in universities with start-ups and companies. [Read more here](#)

Conference on European Universities

The city of Bergen, Norway, was the host location for a conference organized by four Erasmus+ National Agencies, on 03-05 May 2023. Aiming to connect and learn from existing European University Alliances, it brought together various representatives of European University Alliances, including the lead coordinator of the E³UDRES² alliance. [Read more here](#)

Udice Forum 2023

On 7 June 2023, higher education professionals from various countries participated in the international Udice Forum, hosted in Paris. The site coordinator of E³UDRES² at ViA, joined the event and showcased the E³UDRES² experience. [Read more here](#)

Panel discussion in Brussels

At the beginning of June 2023, the lead coordinator of E³UDRES², was invited in Brussels to participate in a discussion about the role of "University (alliance)s in innovation ecosystems". The event was hosted by the Thuringian state representation, the Thuringian Ministry for Economy, Science and Digital Society. [Read more here](#)

European Student Assembly

Students from all around Europe travelled to Brussels from 31 May to 02 June 2023 to attend the European Student Assembly. E³UDRES² was represented by a student from UPT. [Read more here](#)

European Education and Innovation Summit

At the end of June 2023, the second edition of the European Education and Innovation Summit took place in Brussels. E³UDRES² lead coordinator spoke at the event during a panel discussion titled "Higher education and innovation actors join forces". The event also featured keynotes of the Vice-President of the European Commission, and interesting inputs from other higher education professionals. [Read more here](#)

Events hosted by the OECD in New York City, USA

Between the 17 and 21 of July 2023, part of the E³UDRES² team visited New York City represented the alliance at various international events hosted by the OECD in collaboration with other institutions in New York. [Read more here](#)

Spotlight Heritage Timișoara

In February 2023, the Digital Culture & Heritage Talks, an event organized by UPT together with the National Museum of Banat and Timișoara Organisation 2023, provided a great space for discussing current trends and projects related to the crossover between artistic practices and digital technology, with a particular focus on the educational and community impact. During the event, E³UDRES² lead coordinator gave a talk entitled "Echoes of the past, signposts to the future". [Read more here](#)

2.2 Stakeholder and student engagement

Regional Stakeholders Forum

During the third year, E³UDRES² continued engaging and actively involving stakeholders in its various actions. One of the biggest events dedicated to the stakeholders associated with the alliance was the E³UDRES² Regional Stakeholder Forum, which took place in November 2022 in the campus of STPUAS. The event successfully brought together experts, policy- and change-makers, enthusiasts from industry, universities, and development agencies from nine European regions to discuss possibilities for further collaboration and to co-create innovative ideas for projects supporting regions and their communities' transformation into European Smart & Sustainable Regions. WP6 has actively participate in the organization, and promotion of the event. [Read more here](#)

Students and stakeholders in synergy

E³UDRES² kept striving for bringing together industry stakeholders and students during the third year of its operation. E³UDRES² students had the chance to participate in various already established activities (i.e. [E³UDRES² Hackathon](#), [I Living Labs](#), [E³UDRES² Bootcamp](#)), where they had to come up with solutions to real challenges, while being in contact with industry stakeholders. In addition, a new participation opportunity for students and stakeholders was established by WP5, the [iResidency](#). Within the third year of E³UDRES², two iResidencies took place, one in Austria ([read more here](#)) and one in Latvia ([read more here](#)).

UPT Career Days

In October 2022 and April 2023, UPT organised the 21st and 22nd UPT Career Days on campus, respectively. Well-known Romanian, but also international companies met with UPT students and alumni and answered questions about available jobs and the job market altogether. In addition, stakeholders present their offers and possibilities to collaborate with E³UDRES². [Read more here](#)

International Engagement Circus

In October 2022, and in May 2023, the second and third E³UDRES² International Engagement Circus (IEC) took place at UPT and IPS, respectively. The event was once again organized by WP3 and it aimed to bring staff from all different E³UDRES² Work Packages together with students and external stakeholders. WP6, once again, actively participated in the overall organization and promotion of the events, with the creation of merchandise, visual and printed materials, as well as with disseminating the highlights to the wider public.

[Read more about the second IEC here.](#)

[Read more about the third IEC here.](#)

2.3 International student recruitment

In October 2022, UPT and MATE joined the Vietnam Education Fair in Ho Chi Minh. The fair has been an opportunity to discuss about the present projects and foreseen new ones, but also to disseminate the results achieved within E³UDRES² and to present the offer of educational programs in order to attract more students. [Read more here](#)

In addition, in May 2023 UPT also participated in the Students Recruitment fairs in Morocco and Tunisia. [Read more here](#)

Lastly, in March 2023, E³UDRES² representatives from UPT participated at the Students Recruitment fairs in Guadalajara, Mexico, and Bogota, Colombia. [Read more here](#)

E³UDRES² colleagues presented the alliance and its European values and mission was to the student participants.

2.4 Communication strategy

The communication strategy of the E³UDRES² alliance was published and disseminated across the alliance during the second year of operation. For details, please refer to deliverable D6.2.

3 Science Engagement (T 6.2)

During the third year, once again, E³UDRES² established various science engagement activities for students of all levels of education, as well as its staff and the general public. The alliance has contributed to science communication and science engagement across the E³UDRES² European mega-campus, as well as on a regional level.

3.1 Student-centred activities

I Living Labs

In the third year of E³UDRES², two editions of the I Living Labs took place. During both events, hosted each in autumn 2022 and spring 2023, student teams were supported by Educational Entrepreneurs and stakeholders. The I Living Lab Showdowns, the final presentations of the concepts the student teams have created, were covered on the E³UDRES² social media channels as well as on the E³UDRES² website through the support of WP6. Additionally, WP6 created promotional materials like social media posts or infoscreeen slides for the event. Read more [here](#) and [here](#).

Hackathon

The second international E³UDRES² Hackathon took place under the motto "Make your Europe & Make it Work" and strongly integrated local stakeholders of all E³UDRES² regions. 110 students applied and formed 15 teams at three hubs in Portugal, Belgium, and Hungary to work on the six pre-defined challenges that were once again submitted by local stakeholders. The team with the most promising solution was chosen by a jury as the winning team. WP6 supported the event through helping with the design of the event posters, banners, as well as social media posts. [Read more here](#).

E³UDRES² Bootcamp

The second E³UDRES² Bootcamp 2023 kicked off in the capital of lake Balaton, Keszthely, Hungary between 3-7 July 2023. Within the framework of the event, 30 selected international students of the E³UDRES² institutions worked in five teams on co-creating concepts revolving around the topic of future food. Students searched for solutions to pre-defined challenges with field experts from E³UDRES² institutions and Hungarian stakeholders. The task of the five project teams was to develop business plans and introduce solutions not only in terms of business opportunities, but also in terms of their impact on the environment and society. WP6 established the entire coverage of the event on the E³UDRES² social media channels and news articles. The event was also covered by regional media outlet Keszthely TV. WP6 actively participated in the organization of the event with the establishment of the communication team, which overtook the task of the promotion, student engagement, content creation and overall communication before and after the event. [Read more here](#)

E³UDRES² Science Pub Quizzes

Being held mainly online during the first two years of E³UDRES², the E³UDRES² Science Pub Quiz was hosted as an on-site live event at various occasions between October 2022 and September 2023. Hosted for example as a part of the [International Week at St. Pölten UAS in November 2022](#), the Quiz featured many questions about the research topics within E³UDRES², as well as about the E³UDRES² regions and institutions. After a tight race between the teams coming from different departments and backgrounds, an international team of seven higher education professionals took the prize home with them. Another edition of the Science Pub Quiz was also hosted during the MATE International Dinner in Spring 2023. The E³UDRES² Science Pub Quiz is an activity entirely designed and hosted by WP6.

Future Students Workshop

In March and April 2023, the second edition of the Future Students Workshop (FSW) took place. This time, E³UDRES² team members in Austria and Latvia visited their two schools in their local areas, where a total of 100 students participated in the event. This time the topic of the workshop revolved around "The Future School" and the students had the chance to reimagine the education of the future, while reflecting on their current educational system. In addition, the participants had the chance to discuss current topics on circular economy and mental health, with E³UDRES² researchers, through in-person interactive sessions. The second version of the FSW was a big success and very positive feedback from students and educators. This event has secured future collaborations with local schools and there are

already discussions in finding ways bringing students from European rural areas together for a larger FSW.

3.2 Science promotion and communication

E³UDRES² Science Pub Quiz

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Citizen Science Conference

In June 2023 WP4 in close collaboration with WP6, organized the first-ever E³UDRES² Citizen Science Conference. The event boasted a diverse and engaging program, comprising captivating keynotes, interactive workshops, and ample networking prospects for all participants. It served as a remarkable platform for researchers and community members to exchange ideas and knowledge, showcasing how citizen science can be harnessed to tackle the intricate challenges of our time. WP6 took responsibility for the communication and promotion of the event while it's members also worked closely in the conceptualization of the event. [Read more here](#).

3.3 Science outreach events

European Researchers' Night

As in previous years, E³UDRES² institutions were present at the European Researchers Night. STPUAS was granted the Austrian edition of the event (see deliverable D6.2), which is hosted in Graz, in collaboration with the Austrian Centre of Industrial Biotechnology (acib) providing visitors with insights into the activities of the alliance, as well as into related projects. The booth featured a short, interactive version of the E³UDRES² Science Pub Quiz, various merchandising materials, as well as scientific insights on the E³UDRES² Change cornEr. [Read more here](#)

4 Open Access - Open Science (T6.3)

At the beginning of the third project year, WP6 has presented and distributed to the Board of coordinators the E³UDRES² Open Policy Strategy, which includes the Open Access/Open Science Strategy to ensure a full commitment to Open Access and support all members and partners to act in line with the related European policies. After the approval from the Board of Coordinators, the document was included in the E³UDRES² website, where it is publicly available ([link](#)) and disseminated across the alliance.

5 E³UDRES² Campus Media (T 6.4)

5.1 Event coverage

During the third year, E³UDRES² has continued to utilize the media facilities of their institutions. As a result, the alliance generated a variety of content for the promotion of E³UDRES² activities and vision. E³UDRES² continued to share the stories of learner, educators, researchers, and stakeholders via the generation of various types of content.

Specifically, the third project year of the alliance was nothing but rich in activities, which actively involved students, educators, and regional stakeholders. Those participation opportunities are listed below:

- 2nd E³UDRES² Hackathon, October 2022 (organized at MATE) ([YouTube playlist](#) / [blog post](#))
- 1st E³UDRES² iResidency, November 2022 (organized at STPUAS) ([blog post](#))
- 3rd round of I Living Labs, winter semester 2022 ([blog post](#))
- Intensive I Living Lab, March 2023 (organized at ViA) ([blog post](#))

- 2nd iResidency, May 2023 (organized at ViA) ([event aftermovie](#) / [blog post](#))
- 2nd Future Students Workshop, May 2023 (organized in Austria and Latvia)
- 4th round of I Living Labs, summer semester 2023 ([blog post](#))
- 2nd E³UDRES² Bootcamp, July 2023 ([YouTube playlist](#) / [blog post](#))

WP6, in collaboration with other WPs and the participants of the above-mentioned activities, has created a plethora of visual content, which is linked above.

5.2 Promotional Videos using Campus Media & Institutional Facilities

Various videos promoting E³UDRES² as a whole or different aspects of the alliance have been created making use of the multimedia resources available within the E³UDRES² institutions. Led by the WP6 team at Vidzeme UAS, an [animated video promoting the E³UDRES² alliance](#) was created. The video is dubbed in English, with various subtitled versions created in the native languages of the E³UDRES² countries. Other videos include a summary of the connections that were made through [events hosted in WP2 “Future Universities”](#), and a showcase of the E³UDRES² events hosted throughout the past three years titled [“The World of E³UDRES²”](#). The latter was officially released during the E³UDRES² Forum 2023 hosted at St. Pölten UAS in September 2023.

5.3 TV features

For the third project year, ViA is created once again the “Science in close-up” series, which is being broadcasted on the Latvian national television (ReTV channel). The programme is about community-based research and topics and has so far covered different aspects of E³UDRES². Season 3 aired in March 2023 and consists of 10 episodes, 5 of which focused on the opportunities, activities, and mission of the alliance. The original programme is in Latvian, and subtitles are available in English. The 5 E³UDRES²-related episodes are linked below:

- [S03E01 - Fizisko aktivitāšu veicināšana cilvēkiem ar kustību ierobežojumiem](#)
- [S03E02 - ilgtspējīga ēku būvniecība](#)
- [S03E04 - Garo distanču pārgājienu maršruti Latvijā](#)
- [S03E05 - Kāda būs nākotnes universitāte?](#)
- [S03E07 – ekoskolas](#)

In addition, the second International Engagement Circus and Strategy Forum, which took place in the premises of UPT were covered and broadcasted by the University TV channel TELEU ([link](#)). Also, the E³UDRES² Bootcamp 2023 was covered on Hungarian TV station Keszthely TV.

5.4 Radio features

On February 2023 a member of the organizing team of the E³UDRES² I Living Labs, and a IT-Security student, a participant of the 2022 I Living Labs, visited the Campus & City Radio 94.4 - an Austrian radio station located at the STPUAS campus. [Read more here](#)

5.6 Blog posts

During the last operational year E³UDRES² has published a total of 61 blog posts on the E³UDRES² website ([link](#)) covering all news and events across the alliance. WP6 is exclusively responsible for those postings, and their high number showcases the efforts of the WP to disseminate and communicate the news, achievements, and mission of the alliance to the public.

5.7 Other article and magazine features

During the third year, E³UDRES² was in total featured in 39 articles. All features are linked in paragraph 10 and the [Appendix](#).

6 Annual Conferences and Workshops (T 6.5)

During the first two years, E³UDRES² has been organizing various activities for bringing together active members of the alliance, researcher, stakeholders, and students. This was no different in the third year, with the organization of two major events.

Specifically, from the 18th to 21st of October 2022, the E³UDRES² team travelled to UPT, to participate in a whole array of events hosted by the partnering university. UPT and its various campus buildings became the venue for the second E³UDRES² Strategy Forum, as well as the International Engagement Circus (see 2.2). The Forum included project and WP meetings, as well as strategic Board of coordinators and executive board meetings. In addition, it offered the opportunity to engage and interact with regional stakeholders and students from across the E³UDRES² mega-campus. [Read more here](#)

In September 2023 the E³UDRES² team organized a final large event entitled E³UDRES² Forum 2023: Connecting European Universities & Regions, which took place in the premises of STPUAS. The event was attended by more than 120 researchers, students, entrepreneurs, policy makers, and higher education professionals. The Forum celebrated the three-year anniversary of the E³UDRES² Alliance and marked a significant milestone for the university network. During the event, participants had the chance to attend WP meetings and create their own networking activities, while the last day mostly focused on strategic meetings such as the E³UDRES² Board of Coordinators meeting. [Read more here](#)

7 Scientific Dissemination (T 6.6)

To ensure that knowledge and experience are disseminated, E³UDRES² is regularly presented at annual meetings and conferences for Applied Sciences and Higher education. During the third year, E³UDRES² members have held 9 oral 5 poster presentations in scientific conferences. For details see deliverable D4.12. In addition, E³UDRES² research networks have produced a total of 10 publications in peer-reviewed journals and conference proceedings. For details see deliverable D4.13.

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. In addition, during the third year, researchers have been actively encouraged and supported to communicate their research via social media and relevant articles, video content etc.

8 Corporate Identity and Marketing (T 6.7)

The establishment of a recognizable corporate identity constitutes an already fulfilled task, with the establishment of a brand book, logo, and various graphics already reported in deliverables D6.1 and D6.2.

9 E³UDRES² Online (T 6.6)

9.1 Website

Throughout the first three years of the E³UDRES² Alliance, the E³UDRES² website ([→ www.eudres.eu](http://www.eudres.eu)) has been established as the main source of information for internal and external parties concerning the university alliance. Launched in February 2021 and administered by St. Pölten UAS in close collaboration with the full WP6 team, the website acts as the main point of contact for students (and others interested in participating in E³UDRES² activities) to get information about upcoming E³UDRES² events, participation opportunities, as well as general information about the network and its partners. As planned, the content of the website has been extended continuously, also turning the website more and more into a digital platform for sharing information, interaction, and initiating collaboration. In addition to providing information on the E³UDRES² website, the majority of E³UDRES² partnering institutions also prominently feature E³UDRES² on their institutional websites, further building awareness about the opportunities the E³UDRES² network provides to students, staff, and regional communities.

The main features of the website include the following:

- **Get Connected** [→ eudres.eu/get-connected](http://eudres.eu/get-connected)

Targeting visitors looking specifically for ways of getting engaged in E³UDRES², the website features a prominent “Get connected” button. By clicking this eye-catching button, visitors to the website will find an overview of participation options in E³UDRES², according to different target groups. This site provides opportunities for students, university staff, institutions & businesses,

researchers, citizens, as well as opportunities open to all, making it easy for them to navigate the various formats and events E³UDRES² offers.

- **News & Events** → eudres.eu/news-and-events

The “News & Events” page acts as a source for interested visitors to find out more about upcoming and past events in the E³UDRES² alliance. It provides further insights as well as pictures and videos of past activities through news articles, and through the event calendar also gives a good overview of upcoming events hosted by E³UDRES² as well as individual partnering institutions. All partnering institutions in E³UDRES² regularly submit news articles covering institutional events, showcasing that EUDERS is not just acting as the alliance as such, but also present within the institutional activities. In the reporting timeframe, 61 news articles/blog posts were published on the E³UDRES² website.

- **Activities**

The “Activities” tab in the navigation bar leads visitors to all the formats E³UDRES² is hosting. The individual pages on the formats then provide an overview on the characteristics of the format, for example who can participate, where it is hosted and what the aim of the event is. Each page also features information on when the next edition of this event is happening.

- **E³UDRES² Bank of Challenges** → eudres.eu/challenges

A database of real-life challenges that were submitted by (local) stakeholders, such as business owners, regional authorities, or university staff. These challenges can be picked up by E³UDRES² to be used in formats such as Hackathons or Bootcamps to be solved by the participating teams. The form for submitting challenges is open at all times.

- **E³UDRES² Bank of Researchers** → eudres.eu/researchers

A database of researchers based at one of the six E³UDRES² partnering higher education institutions. Researchers that signed up for this bank either already collaborate with E³UDRES² in one of the three research networks (i.e., Circular Economy, Wellbeing & Active Ageing, Human Contribution to Artificial Intelligence), or would like to be contacted by the existing research teams to work on future research projects together in E³UDRES².

- **E³UDRES² Bank of Students** → eudres.eu/students

A database of students based at one of the six E³UDRES² partnering higher education institutions. Students that signed up for this bank are either already in close contact with E³UDRES² through, for example, the E³UDRES² Board of Student Representatives or various E³UDRES² events and activities or are eligible to be contacted by E³UDRES² for future opportunities for collaboration.

- **E³UDRES² Bank of Classes** → eudres.eu/classes

A database of classes/courses held at one of the E³UDRES² partnering higher education institutions that either already collaborate with E³UDRES² or are open for collaboration in the future. This bank features classes on undergraduate, graduate and doctoral level. The classes are allocated to one of the three E³UDRES² research networks (Circular Economy, Wellbeing & Active Ageing, Human Contribution to Artificial Intelligence).

- **Overview of further projects in the “E³UDRES² Universe”**

The E³UDRES² website also provides basic information about other projects that emerged through the E³UDRES² Alliance, such as the following:

- **E.I.N.S. (→ eins.eudres.eu)**

E.I.N.S., the *E³UDRES² Entrepreneurship and Innovation Network for Smart and Sustainable European Regions*, focuses strongly on entrepreneurship in higher education.

- **Ent-r-e-novators (→ entrenovators.eu)**

E³UDRES² Ent-r-e-novators (combining entrepreneurs, researchers, educators, and innovators) aims to drop the either-or-thinking pattern and advocate a strong interconnection between education, research, innovation, and entrepreneurship.

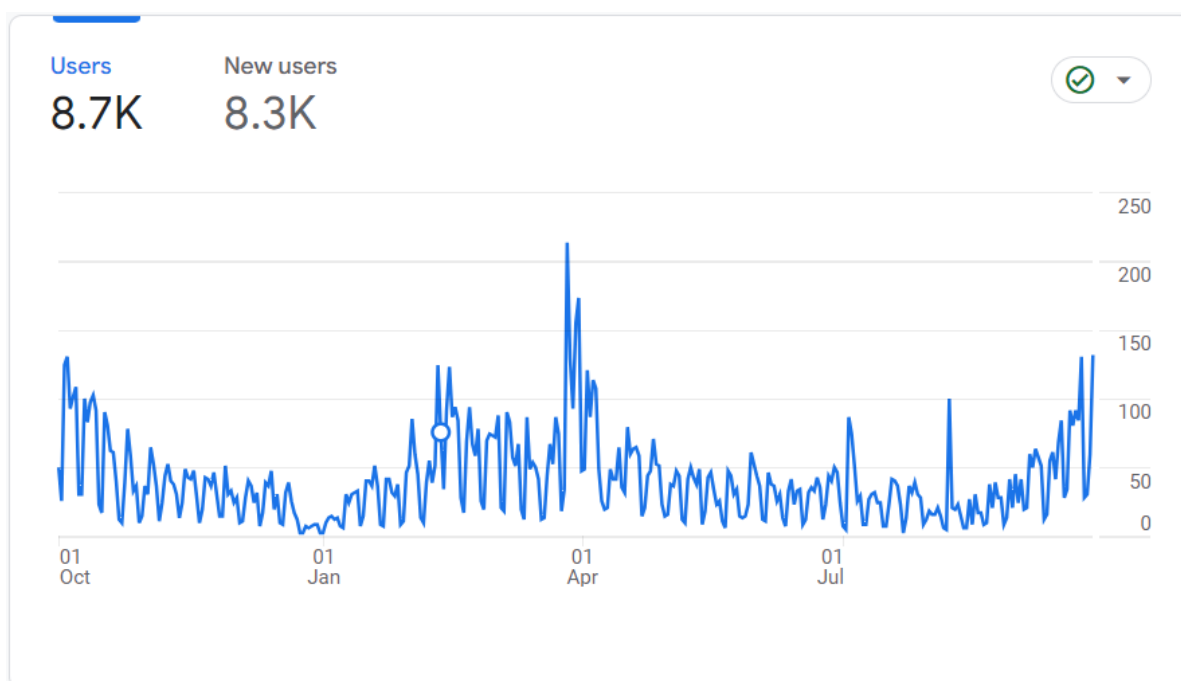
- **Accelerate Future HEI (→ acceleratefuturehei.eu)**

Accelerate Future HEI develops and tests acceleration services to equip Higher Education Institutions with the skills and capacity to drive institutional transformation towards becoming more entrepreneurial and innovative institutions.

- **UASHome** (→ eudres.eu/uashome)

UASHome aims to support Universities of Applied Sciences on their way to becoming central drivers for Digital Health innovation.

Compared to the last reporting period, the number of yearly visitors on the E³UDRES² website has almost doubled: While in the period from October 2021 to September 2022 the E³UDRES² website was visited by 4.800 users worldwide, it had accumulated 8.700 visitors in the timeframe from October 2022 to September 2023. This shows a steady increase in awareness and interest of the relevant stakeholders with the E³UDRES² activities. Website insights show that most new users were direct users, meaning they directly entered the link into their browser. The second biggest group entered the E³UDRES² website through a search engine, followed by users who landed on the E³UDRES² website through clicking on a link leading them there. Unsurprisingly, the vast majority of website users is located in one of the E³UDRES² countries. The number of users visiting the website from a desktop or mobile device is almost 50:50.



Graph showing the number of users visiting eudres.eu between October 2022 and September 2023. Source: Google Analytics

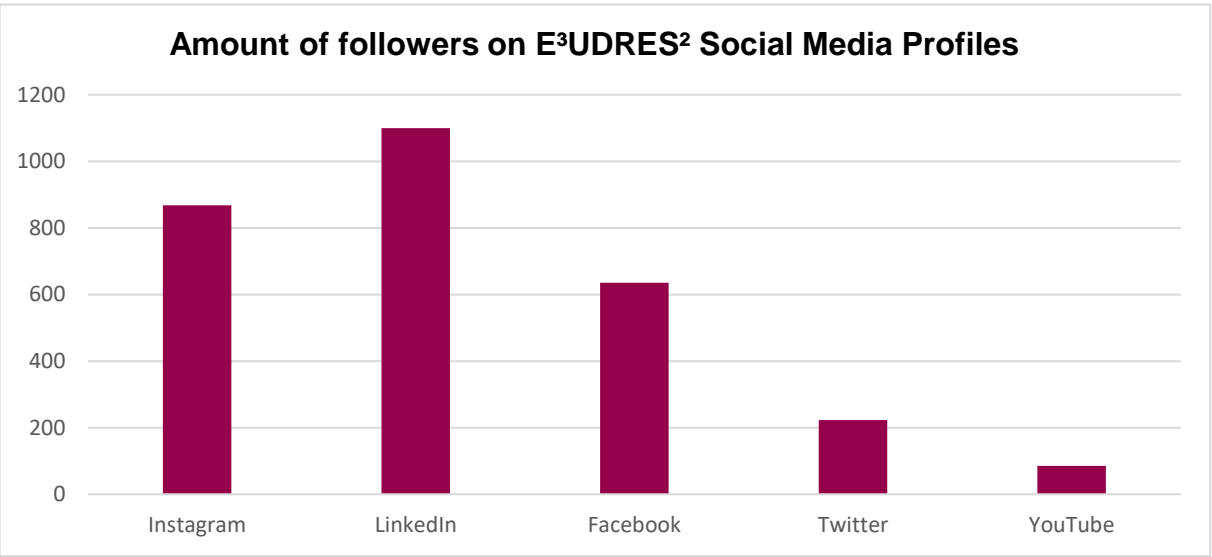
In the report timeframe (Oct 2021 – Sept 2022), 42 news articles were published on the E³UDRES² website, showcasing not only the engagement and activities of the alliance, but also highlighting the growing impact E³UDRES² has on institutional events and activities.

9.2 Social Media

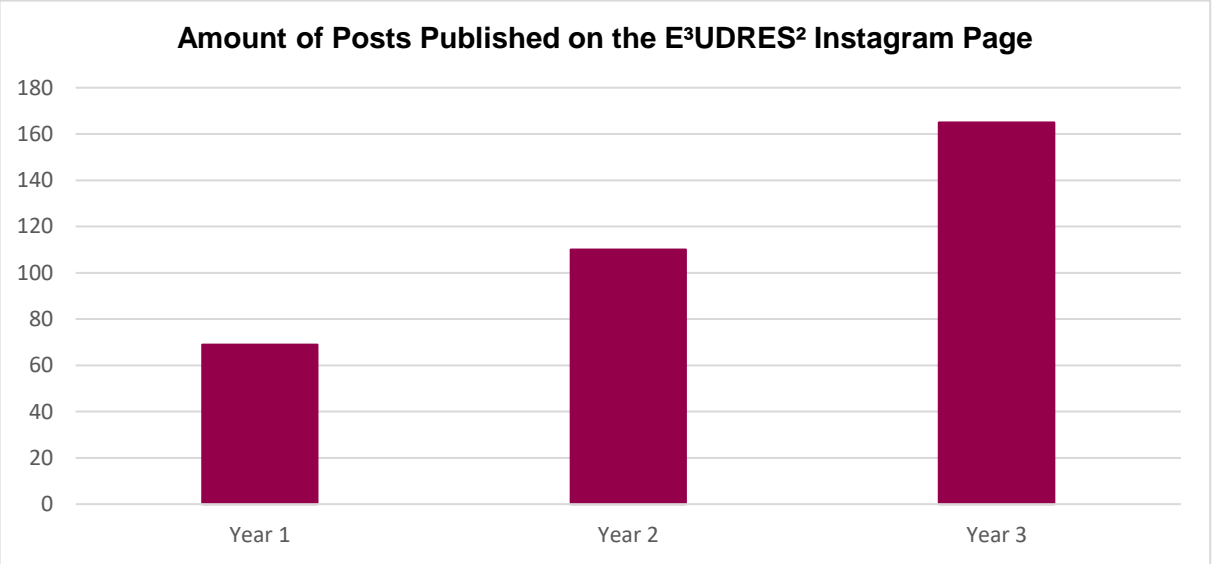
The E³UDRES² Alliance manages active profiles on [Instagram](#), [Facebook](#), [LinkedIn](#), [YouTube](#) and [Twitter](#). Being administered jointly by the WP6 Social Media Team, the social media profiles provide their followers with insights into upcoming and past E³UDRES² events and activities, appealing and light content attractive to students, as well as institutional insights and updates.

The main aim of the E³UDRES² Social media channels is to increase visibility of the alliance and its activities within staff, students, and external parties, as for example regional authorities. The social media profiles are a useful tool for informing interested followers about participation opportunities in E³UDRES², for attracting individuals to join E³UDRES² events, as well as to showcase the achievements of the alliance. Until September 2023, E³UDRES² managed to organically acquire a total of 1.100

followers on LinkedIn (+684 compared to last report period), 868 followers (+464 compared to last report period) on Instagram, and 635 followers (+230 compared to last report period) on Facebook. After the launch of the E³UDRES² Twitter profile in March 2022, @eudres_alliance was followed by 223 users up until September 2023. On YouTube, the E³UDRES² account has 85 subscribers.



Through the past years, and especially in year 3 of the alliance, there was a steady increase in professionalism and amount of content published. While for example 69 posts were published on the E³UDRES² Instagram page from January to September 2021, it was possible to increase the amount of content significantly in the period from October 2021 to September 2022, with a total of 110 posts being published. In the timeframe from October 2022 until September 2023, there were 165 posts created, further raising the quote. This increased focus and activity on social media not only led to a wider knowledge about E³UDRES² in the higher education community, but also increased the follower count of E³UDRES² profiles significantly.



Through constant exchange with the institutional marketing teams of the E³UDRES² institutions, mutual tagging and collab posts, E³UDRES² has been able to further integrate itself also as a part of the individual institutions' profiles. Through E³UDRES² content also being shared on institutional channels, it was possible to further increase the reach of the E³UDRES² content, especially to the local student communities.

In year 3, E³UDRES² continued to publish content on Facebook, Instagram, and LinkedIn very frequently (at least 2x/week), with the quantity of content increasing around important events. Important events, such as E³UDRES² Bootcamps or the first E³UDRES² Citizen Science Conference, were covered extensively by the respective Social Media leads per event, who covered the activities in real-time and also produced more time-consuming content, like for example reels or recap posts, in the days after the event. Collectively, E³UDRES² has created 165 Instagram posts, 176 Facebook posts, 70 Tweets, and 130 LinkedIn posts, including shared posts/retweets, in the timeframe of October 2022 to September 2023, as well as multiple stories to promote upcoming and ongoing events during the third year. E³UDRES² has also uploaded 49 publicly available YouTube videos and 2 livestreams in that timeframe.

In year three, the E³UDRES² team responsible for Social Media has increasingly put a focus on publishing a higher amount of video content compared to the past years, producing more reels for Instagram and Facebook, as well as more content for YouTube. This includes, for example, the E³UDRES² Tea Time series, where members of the E³UDRES² alliance are interviewed about the inspiring ideas they submitted for the focus topics of “Smart and Sustainable Regions” as well as “Future Universities” on the E³UDRES² website. Additionally, E³UDRES² has tried out new formats: For example, an Instagram Takeover was done during the European Student Assembly in Strasbourg 2023, where a student from the E³UDRES² alliance posted live from the event.

Compared to the last reporting period, the visibility of E³UDRES² content across Facebook and Instagram has increased significantly. As in the previous years, the E³UDRES² Facebook page seems to have reached the largest audience, with a total of 60.960 people having seen content published by E³UDRES². This is an increase of 27.121 impressions compared to the last reporting period. On Instagram, the content published by E³UDRES² was seen by an estimated 14.332 individuals.

10 Public Relations (T 6.9)

E³UDRES² has been strongly focusing on public relations on a regional, as well as international level. Within the third year the alliance has been presented in 6 press releases and 39 articles. These publications highlighted all important events that took place within the third year such as the I Living Labs, the E³UDRES² Bootcamp, the E³UDRES² iResidency, and the E³UDRES² Citizen Science Conference. A comprehensive 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 third year of E³UDRES², one press release was published by the agency, which were spread on Austrian and European Level to communicate the E³UDRES² idea on a broader level. Additionally, the aforementioned agency has made use of its international network by inviting journalists to E³UDRES² events like the E³UDRES² Forum 2023, further opening possibilities for public outreach.

11 Internal Communication (T 6.10)

During the last year, E³UDRES² continued to strive for making news and its activities well-known and visible across the alliance and ensured that all actions are communicated through the individual channels of all partner institutions, in an efficient manner. Just like the previous years, all member institutions, have continuously presented E³UDRES² and its activities via their institutions' websites, newsletters, and social media platforms. At the same time, the visibility of the alliance has been strengthening even more across the mega-campus with the installation of posters and banners in visible spots, as well as the establishment of new and more uniform merchandizing, always following the sustainable vision of the alliance.

E³UDRES² has also been promoted during events directed to local and international students. Specifically, STPUAS actively promoted E³UDRES² during their latest International Week ([link](#)) and Campus open.day ([link](#)); MATE disseminated the vision and mission of the alliance during their latest International Dinner ([link](#)), International Week ([link](#)) and Orientation Days; UPT showcased the achievements of E³UDRES² during the UPT Career Days ([link](#)), Staff Week, and the 10th International Workshop Open Education Week ([link](#)); ViA displayed the alliance during their International Week ([link](#))

The communication within the members of the alliance is constantly being optimized. During the third year, the MS Teams channels created for announcements that regard the entire alliance were actively in use. In addition, during the third project year WP6 has made extensive research in order to find the most optimal option for an open newsletter, which applies to the European GDPR data protection act. The E³UDRES² Newsletter will begin to be actively published within the next few months.

Lastly, this year E³UDRES² established four big town hall meetings, entitled “E³UDRES² Update” where the big strategic news and developments of the alliance are announced and discussed. E³UDRES² Update has become an established town hall meeting for the alliance which will continue as E³UDRES² progresses forward.

12 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 long-term 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 second year, E³UDRES² made already quite good progress in broadening and consolidating the E³UDRES² network. Additional proposals for European funded project were handed in, three new proposals were approved, and one additional project has started within the reporting period.

In project year 3, three new European funded projects have been funded and two were approved (incl. the financing of another 4 years of the alliance through the European University Initiative Programme). Besides that, the alliance developed the concept of an umbrella organisation for the E³UDRES² alliance, organised as association. The association was founded on 19 December 2022 under Austrian law (Registration number: 1927518133). The official name of the association is “E³UDRES² - Verein zur Förderung, Koordination und Weiterentwicklung der European University Allianz für smarte und nachhaltige Regionen” (E³UDRES² - Association for the Promotion, Coordination and Further Development of the European University Alliance for Smart and Sustainable Regions). The association is located at the premises of St. Pölten University of Applied Sciences. Major steps were taken in the development of the statutes and agreement of the aims and purposes of the association. The association was also approved by the Executive Board. The association will also be participating in the next phase of E³UDRES² (from 1 October 2023 on) as association partner.

12.1 Active projects

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

- Funding Scheme: EIT HEI Initiative
- Funding Agency: EIT
- Funding Rate: 100%
- Funding Total: appr. € 2 Mio
- Project Duration: 1 October 2021 – 30 November 2023
- Project Partners: **STPUAS, IPS, MATE, VIA, UCLL, UPT, UIIN**
- Lead: STPUAS

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. (eins.eudres.eu)

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

- Empower and support “Ent-r-e-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 Pan-European 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 has started on 1 October 2021. Phase 1 (after 6 months) was successfully approved, and the project was able to enter phase 2. The funding for both phases (24 months) consists of approximately 2 Mio €. [Visit the E.I.N.S. website.](#)

UASHome – DIGIHealth UASHome Incubators Boost Programme

- Funding Scheme: Erasmus+ Cooperation Partnership
- Funding Agency: OeAD
- Funding Rate: appr. 70%
- Funding Total: € 400.000
- Project Duration: 1 September 2022 – 30 August 2024
- Project Partners: **STPUAS, JAMK, UCLL**, UIIN, CrazyTown
- Lead: STPUAS

This project is funded by the Erasmus+ programme. Within this project current E³UDRES² members (STPUAS, UCLL) join forces with new E³UDRES² member JAMK as well as networking partner UIIN and CrazyTown. The aim of the project is support UASs in becoming a central driver in promoting Digital Health Innovations. [Visit the UASHome page.](#)

E³UDRES² Ent-R-E-Novators – Cooperating for Excellence and Impact in Research and Innovation

- Funding Scheme: Horizon Europe – Widening Participation
- Funding Agency: REA
- Funding Rate: 100%
- Funding Total: € 1,9 Mio
- Project Duration: 1 October 2022 – 30 September 2025
- Project Partners: **STPUAS, IPS, MATE, UCLL, UPT, VIA**
- Lead: IPS

This project is funded within the Horizon Europe programme. The aim is to drop the either-or-thinking pattern and advocate a strong interconnection between education, research, innovation, and entrepreneurship. Its expected results consist of the development of joint strategies for the Research, Development, and Innovation (RD&I) dimension of E³UDRES² associated with the following modules:

- RD&I activities, lines, groups and networks
- Sharing and gaining access to research infrastructure
- Science, education, and open innovation
- Involvement of society and citizens in RD&I
- Human Resources for research and RD&I ecosystems

[Visit the Enr-R-E-Novators page.](#)

Accelerate_FutureHEI – Entrepreneurial & Innovative Universities Acceleration Programme

- Funding Scheme: Horizon Europe- Widening Participation
- Funding Agency: REA
- Funding Rate: 100%
- Funding Total: € 3,19
- Project Duration: 1 January 2023 – 31 December 2026
- Lead: UIIN

Project Partners: **STPUAS, MATE, UCLL, UPT, VIA**, UIIN, CrazyTown, UNESCO IESALC, TUM International, Momentum Consulting, Instituto Superior Técnico, Université de La Reunion, Universidad Europea de Canarias, Universidade da Madeira

This project is funded within the Horizon Europe programme. The aim is to develop and set up an Entrepreneurial and Innovative Universities Acceleration Programme.

12.2 Approved projects:

E³UDRES² 2.0

- Funding Scheme: Erasmus+
- Funding Agency: EACEA
- Funding Rate: 80%
- Funding Total: € 14,39 Mio
- Project Duration: 1 October 2023 – 30 September 2027
- Lead: STPUAS

Project Partners: **STPUAS, HFD, IPS, JAMK, Saxion, UC Leuven, UC Limburg, UPT, VIA**, (MATE as associated partner)

The project aims to further support the long-term implementation of E³UDRES² alliance in the participating institutions and to promote mobility of students and staff.

DEV-GRACE

- Funding Scheme: Erasmus Mundus Design Measures (EMDM)
- Funding Agency: EACEA
- Funding Rate: 100%
- Funding Total: € 55.000
- Project Duration: 1 October 2023 – 31 December 2024
- Lead: STPUAS

Project Partners: **STPUAS, Saxion, VIA**

This project aims to develop a joint master's programme in the field of gamification, didactics and game technologies.

12.3 New E³UDRES² partners

In project year 2, the E³UDRES³ alliance also started to expand its network by select candidates which will join the alliance in the next phase as full partners.

After a competitive selection process, including presentations, hearings and benchmarking the following three higher education institutions were selected as candidates for full partners:

- SAXION: Saxion University of Applied Sciences (The Netherlands)
- HFD: Fulda University of Applied Science (Germany)
- JAMK: Jyväskylä University of Applied Sciences (Finland)

The expansion of the E³UDRES² alliance is part of the long-term strategy for sustainability of the alliance. Including new (full) partners will lead to a broadening of the experience, developing of a critical mass of experts and a wider variety of offers and opportunities for students and staff.

13 Sustainable platform-oriented business models

In project year 3, important steps were taken to anchor the alliance in the long term.

As already described in 0, since the start of the alliance in October 2020, several additional third party funded project were successfully approved. This is one major step towards a sustainable platform-oriented business model. Those additionally funded projects not only include the existing full partners of the E³UDRES² alliance, but also new partners (academic and non-academic) to not only broaden the alliances network but also to broaden the alliances' expertise. This supports the idea of a platform-oriented business model, which focusses on including non-alliance partners, various stakeholders, manage their relationships and enable direct interactions.

Third-party funding, mainly from European funding opportunities are still one of the key elements of the business model. And since October 2020, the alliance and its partners have acquired in total € 26,4 Mio

the E³UDRES² alliance had already intensive discussions on an umbrella organisation as legal entity (see also chapter 12).

14 Task fulfilment overview and conclusions

Within the third project year of E³UDRES², WP6 has continued its achievements in the areas of dissemination, internal communication, and public engagement but also in the sustainability of the alliance. E³UDRES² has continued to follow the good practices of communication, while trying to actively overcome challenges that arose during the first two years of its operation. Those efforts are easily reflected in the increase of the overall social media following, as well as the much closer engagement and interaction with staff and students. Overall, WP6 has strived for the constant support of other WPs in terms of communication and dissemination, which had as an outcome the fulfilment of all required tasks listed in the E³UDRES² project proposal.

Specifically, WP6 has managed to link the alliance to regional communities such as schools and stakeholder with the co-organization and promotion of various activities and ensured a vivid interaction between them. In addition, during the second year WP6 created a communication and dissemination strategy which stayed up to date and will be used as a template for a future communication strategy. In addition, with the constant creation of written and audio-visual content, WP6 continuously shared the experiences of learners, educators, researchers, and regional stakeholders while giving them the opportunity to share their stories and their perspective on the participation opportunities offered by E³UDRES².

WP6 defined an Open Policy strategy to ensure a full commitment to Open Access and Open Science according to the European policies. Furthermore, Open Data and Open Resources are shared via the E³UDRES² website.

Regarding utilizing institutional campus media, WP6 managed to publish a total 128 blog posts (year 1: 26 posts; year 2: 42 posts; year 3: 60 posts), have one radio feature, and a total of 21 TV features (year 2: 9 features; year 3: 12 features). Additionally, E³UDRES² was featured in a total of 57 articles and created a total of 63 press releases.

E³UDRES² has conducted 3 annual conferences, including additional workshops, giving the opportunity to members to meet and share the developments of the alliance as well as their experiences as active members of a European University, as well as participate in strategic meetings. Scientific results have been constantly disseminated and presented in scientific and Higher Education Conferences. In total, E³UDRES² members have presented a sum of 65 oral and poster presentations, while they have also produced a sum of 17 peer-reviewed publications.

The corporate identity of the alliance was one of the first priorities of WP6, which was achieved with the creation of a Brandbook and the E³UDRES² website. Multiple events, which took place throughout the project's duration, included merchandise which pushed the visibility of the alliance even more. Moreover, E³UDRES² promoted its visibility even more with the establishment of various social media platforms which allowed for a more direct dissemination and outreach in the digital world.

The internal communication of the alliance was one of the challenges that came up rather quickly. Nevertheless, WP6 established various ways of disseminating the developments and strategic results internally with the creation of specific news channels for E³UDRES² members in MS Teams, as well as town hall meetings (i.e. E³UDRES² Update).

Lastly, E³UDRES² has succeeded in keeping the alliance and the institutional collaborations sustainable by constantly being granted for several side project, which eventually lead to the big success of the E³UDRES² 2.0 proposal.

Conclusively, WP6 has managed to fulfil all the tasks listed in the E³UDRES² proposal in an efficient and timely manner. As the alliance progresses toward E³UDRES² 2.0, the dissemination and communication Work Package will continue to effectively publicize the vision and mission of the E³UDRES² alliance and its European values, promote human-centred communication and activities, and give the opportunity to stakeholders, students, staff, and researchers to share their stories.

Appendix

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

No.	Institution	Type of publication	Title and link	Date of publication
34	IPS	Article	Setúbal Noite Europeia dos Investigadores leva descobertas para junto dos municípios	04 October 2022
33	IPS	Article	CIÊNCIA À CONVERSA REGIÕES INTELIGENTES E SUSTENTÁVEIS	10 October 2022
35	UPT	Press release	Prima reuniune E³UDRES² din România	20 October 2022
31	IPS	Article	FUTURE RESEARCH COLLABORATIONS AT ALLIANcE E³UDRES²	31 October 2022
32	IPS	Article	FIRST SESSION OF 2022-2023 DEDICATED TO THE E³UDRES² ALLIANCE	31 October 2022
30	IPS	Article	IPS participa no E³UDRES² Regional Stakeholders Forum	01 November 2022
45	STPUAS	Article	First E³UDRES² Regional Stakeholders Forum	29 November 2022
44	STPUAS	Article	International Exchange at the St. Pölten UAS	05 December 2022
28	IPS	Article	Rede universitária integra o Instituto Politécnico de Setúbal Comissão Europeia felicita aliança E³UDRES² pelos “resultados excepcionais”	07 December 2022
27	IPS	Press release	Aliança E3UDRES2 integrada pelo IPS com “resultados excepcionais”	09 December 2022
38	ViA	Article	Vidzemes Augstskolas starptautiskajā nedēļā piedalīsies universitāšu pārstāvji no 12 valstīm	04 January 2023
43	STPUAS	Article	Innovation for European Regions	05 January 2023
26	IPS	Article	European Commission congratulates the EUDRES Alliance for exceptional results	11 January 2023
42	STPUAS	Article	Shaping the Future of European Higher Education	01 February 2023
7	MATE	Article	E³UDRES² ILL Recruitment for 2023 Spring Semester	09 February 2023
25	IPS	Article	E³UDRES² estará na Noite Europeia dos Investigadores, em Setúbal	15 February 2023
41	STPUAS	Article	International Projects at the St. Pölten UAS	03 March 2023
36	ViA	Article	E³UDRES² Ent-r-e-novatores project meets in Austria to work on joint research strategies	13 March 2023
40	STPUAS	Article	New Hub for Creative Industries and Digital Media	28 March 2023
24	IPS	Article	Politécnico de Setúbal recebe primeira Conferência sobre Ciência Cidadã da E³UDRES² no Campus do Barreiro	05 April 2023
23	IPS	Article	Politécnico de Setúbal recebe primeira Conferência sobre Ciência Cidadã da E³UDRES²	06 April 2023
22	IPS	Article	Politécnico de Setúbal - Campus do Barreiro	07 April 2023
5	MATE	Article	E³UDRES² Intensive ILL course in Latvia – Successful MATE participation	12 April 2023

21	IPS	Article	Polytechnic of Setúbal hosts Conference on Science	20 April 2023
20	IPS	Press release	SETÚBAL DEBATES CITIZEN SCIENCE	01 May 2023
19	IPS	Article	IPS é anfitrião da I Conferência E³UDRES² sobre Ciência Cidadã	05 May 2023
37	VIA	Article	Foreign experts, teaching staff and researchers will meet at European University E3UDRES2 International Week in Vidzeme University of Applied Sciences	09 May 2023
18	IPS	Press release	E³UDRES²	11 May 2023
6	MATE	Article	Cultures, Colours, Flavours at MATE, 2023 Spring	16 May 2023
17	IPS	Article	IPS marca presença em atividades da E³UDRES²	19 May 2023
16	IPS	Article	SETÚBAL DEBATE CIÊNCIA CIDADÃ	28 May 2023
15	IPS	Article	Showdown dos I Living Labs ocorreu durante a 13ª Semana Internacional no IPS	29 May 2023
1	MATE	Article	1st International Week at MATE	09 June 2023
14	IPS	Article	E³UDRES² Conference on Citizen Science	23 June 2023
13	IPS	Article	International Engagement Circus	26 June 2023
12	IPS	Article	Politécnico de Setúbal congratula-se com novo financiamento da Aliança Universitária E³UDRES²	04 July 2023
4	MATE	Article	Kilenc egyetem hallgatói dolgoztak ki hasznosítható módszereket Keszthelyen	07 July 2023
11	IPS	Article	E³UDRES² Conference on Citizen Science	07 July 2023
3	MATE	Article	A MATE főszervezésével Keszthelyen valósult meg a E³UDRES² Future Food BootCamp	12 July 2023
9	IPS	Article	Bootcamp 2023: Comida do Futuro: a receita para o menu do amanhã	12 July 2023
10	IPS	Article	E³UDRES² Conference on Citizen Science	12 July 2023
2	MATE	Article	The Future Food - presented by E³UDRES² Bootcampers	14 July 2023
8	IPS	Press release	Conferência E³UDRES² sobre Ciência Cidadã estreia-se no IPS	31 July 2023
39	STPUAS	Article	eudres.experience: Playfully Acquiring New Skills	26 September 2023
29	IPS	Press release	E³UDRES² Ent-r-e-novateurs project presented at start-up meeting	15.11.2022