

Communication, Exploitation and Outreach Plan





Communication, Exploitation and Outreach Plan

Work Package 11:

Communication,

Dissemination, Exploitation

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ALLIANCE AND CONSORTIUM

BAUHAUS4EU – A European University for Resilient, Sustainable, Inclusive and Beautiful Regions

The BAUHAUS4EU Alliance brings together 10 member universities and 67 associated partners from across Europe, forming a shared European campus and a vibrant learning community of 124,000 students and 10,000 staff. Guided by a common strategy, the partner universities are committed to deepening their transnational cooperation through joint educational offers and to fostering a European identity rooted in the principle of unity in diversity.

Firmly anchored in the UN Sustainable Development Goals, the European Green Deal, and the New European Bauhaus initiative, the Alliance works hand in hand with regional ecosystems to bridge diverse territories, combine strengths, and transform challenges into opportunities for growth.

By enhancing employability, promoting lifelong learning, and empowering students and staff to tackle the defining issues of our time, BAUHAUS4EU is pioneering a new model of European higher education – one that strengthens regional ecosystems, sparks innovation, and builds a sustainable future for all.

Table 1 Full Partner institutions in the BAUHAUS4EU Consortium

BUW	BAUHAUS-UNIVERSITAET WEIMAR	DE
BTH	BLEKINGE TEKNISKA HOGSKOLA	SE
UNIBG	UNIVERSITA' DEGLI STUDI DI BERGAMO	IT
UASG	UNIVERSITET PO ARCHITEKTURA STROITELSTVO I GEODEZIJA	BG
UEKAT	UNIwersytet Ekonomiczny w Katowicach	PL
IPCB	INSTITUTO POLITECNICO DE CASTELO BRANCO	PT
UPJV	UNIVERSITE DE PICARDIE JULES VERNE	FR
LYON2	UNIVERSITE LUMIERE LYON 2	FR
POLIS	UNIVERSITETI POLIS SHPK	AL
UOM	UNIVERSITY OF MACEDONIA	EL





DOCUMENT OVERVIEW

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EXECUTIVE SUMMARY

The Communication, Exploitation and Outreach Plan for the BAUHAUS4EU Alliance is designed to support the strategic communication efforts of the alliance. It provides a framework for coordinating communication and dissemination activities across the Alliance and its partner institutions, covering both alliance-wide and institutional levels. It also offers a detailed overview of each university's communication channels, ensuring transparency about institutional capacities and providing inspirational insights and learning opportunities for each other. Developed in the first year, this plan will be revisited and refined in a second version due in February 2027.

Following a brief **introduction** outlining the Communication, Exploitation and Outreach Plan, Chapter 2 sets out the **key objectives and strategic ambitions**, while Chapter 3 defines the **primary and secondary audiences** for communication activities. Together, these two chapters establish the foundation for all actions aimed at enhancing the project's visibility, engaging key stakeholders, and ensuring the long-term impact of its results. The objectives provide the guiding logic for communication measures, while the clear definition of target audiences enables these measures to be tailored to the needs and interests of each group.

The **key communication messages** disseminated to these target audiences are detailed in Chapter 4. This part entails topics such as the right tone of voice, language and the brand image in general, as well as the correct usage of the European Union emblem with the co-funding statement and disclaimer.

Chapter 5 provides a comprehensive explanation of the Alliance's **internal and external communication processes** to ensure effective implementation. It highlights that well-structured internal procedures are a prerequisite for successful external communication. Three key aspects are addressed: first, the communication of BAUHAUS4EU topics within each partner university; second, the exchange of information between partner universities; and third, the dissemination of this consolidated content through BAUHAUS4EU's official channels. The chapter also presents an overview of these channels and outreach tools.

Following this, the Plan presents **dissemination activities** designed to strengthen the visibility, impact, and outreach of BAUHAUS4EU's initiatives. These activities are structured around three main pillars: promoting the teaching offer, disseminating academic results, and engaging with local authorities. Through promotional materials, interactive events, and collaborations with media outlets and policy-makers, the Alliance seeks to showcase its work, attract new stakeholders, and foster synergies among academic partners, public institutions, and local communities.





To provide readers with a clear overview, Chapter 7 presents key **milestones** – such as the annual forums and interregional workshops, as well as the launch of specific communication measures – arranged along a timeline. Building on this, Chapter 8 outlines the **monitoring and evaluation processes** that track progress against these milestones, using metrics such as social media analytics and event attendance. This chapter also introduces the qualitative tools that complement measurement-based monitoring, including surveys, focus groups, and regular reviews. The section concludes with an overview of how communication and dissemination activities are reported through the SyGMA portal, ensuring systematic documentation, transparency, and traceability.

Finally, the Plan explores options for ensuring the project's **continuity and sustainable exploitation** beyond the end of the grant, and concludes with a detailed overview of each **institution's specific communication channels** serving as important resources for sustaining outreach and collaboration in the long term.

Overall, the Communication, Exploitation and Outreach Plan aims to raise awareness of the Alliance's achievements and values, actively engage target communities, and strengthen visibility among key stakeholders. It is a powerful tool that equips the alliance with the operational functions necessary to ensure that no accomplishment goes unnoticed while multiplying the impact that drives collaborative transformation based on shared values and a positive outlook on a resilient, sustainable, inclusive, and beautiful Europe.





1. INTRODUCTION

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

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

In summary, deliverable D11.1 aims to:

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

In order to situate these activities within the broader mission of BAUHAUS4EU, the following section outlines how the Alliance fosters engagement and impact at the institutional, regional, national, and European scales.

A European University alliance fostering engagement at multiple levels

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



Institutional level

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

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

Regional level

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

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

National level

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

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

European level

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



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

Altogether, the alliance seeks to transition from individual educational institutions into one joint European campus. This transformation includes governance and management reforms to secure sustainable collaboration. By pooling resources and leveraging complementary strengths on a European scale, the alliance will enhance quality, competitiveness and performance of all member institutions and strengthen their regional innovation ecosystems.

This Communication, Exploitation and Outreach plan will be revisited and improved in a second version (D11.2) due in February 2027.





2. KEY OBJECTIVES AND STRATEGIC AMBITION

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

2.1. Key objectives

The key objectives of BAUHAUS4EU communication and dissemination activities are:

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





- Develop strategies for maintaining and expanding BAUHAUS4EU initiatives beyond the project's life-cycle,
- Set up structures to maintain ongoing engagement with stakeholders after the end of the project.
- **Support policy integration and standardization efforts**
 - Ensure compliance of project results with current European and national policies on education, sustainability, and cultural innovation.
 - Contribute to standardization processes to ensure the sustainability of BAUHAUS4EU methodologies.

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

2.2. Strategic ambition and expected impact

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

- **Raise awareness about BAUHAUS4EU as a European University Alliance:**

For the BAUHAUS4EU community (student and staff of BAUHAUS4EU member universities) we seek to increase engagement by involving more participants in BAUHAUS4EU activities, promote cross-institutional collaborations, and strengthen the community's identity. This will ensure sustainable growth, improve brand recognition, and consolidate BAUHAUS4EU's position in European higher education.

For external audiences we aim to position BAUHAUS4EU as a key player in education, regional development, and policy, raise awareness about European University Alliances, and emphasize BAUHAUS4EU's role in advancing the European Higher Education Area and its key initiatives.

- **Disseminate results and achievements of the BAUHAUS4EU alliance:**

By improving internal communication among all project stakeholders, BAUHAUS4EU ensures a smooth flow of information across work packages, committees, and councils. This collaborative exchange strengthens coordination within the Alliance and supports the effective implementation of activities.

To remain adaptive and aligned with project needs, communication and dissemination documents will be regularly reviewed and updated. These updates will be discussed within the Alliance's communication team and implemented in accordance with the evolving communication strategy, ensuring that all activities remain relevant, consistent, and strategically guided.





Further, BAUHAUS4EU will engage in active dialogue with key stakeholders at local, regional, national, and European levels, including ministries, policymakers, and institutions. These exchanges aim to address challenges linked to the implementation of the European Universities Initiative, present the Alliance's achievements, provide policy recommendations, and work jointly on their realization. Strengthening relations with the media is also a priority: particular attention will be given to outlets specializing in European affairs, higher education, and academic responsibility, while broader media channels will be engaged to further increase the visibility of BAUHAUS4EU and its impact.

- **Exploitation to facilitate long-term success and sustainability:**

To facilitate BAUHAUS4EU's sustainability beyond its initial EU-funded phase as an Erasmus+ project, the Alliance is developing strategies to ensure continued growth and long-term impact. These efforts focus on securing stable funding sources and building lasting partnerships and collaborations that extend well beyond the project's official duration.

A key element of this approach is the formation of strategic networks with external stakeholders, including policymakers, regional actors, and other educational organisations. Regional partners in particular will play a central role in fostering local networks and embedding the Alliance into regional economic, cultural, and social dynamics. In this way, BAUHAUS4EU strengthens its foundations for long-term resilience while broadening its reach and influence.

Together, these three fields of action create a comprehensive communication, dissemination, and exploitation strategy that not only supports the Alliance's daily operations but also ensures its long-term visibility, influence, and sustainability. By raising awareness, sharing achievements, and securing lasting partnerships, BAUHAUS4EU positions itself as a driver of innovation and collaboration in European higher education – one that continues to grow in impact well beyond the project's initial funding phase.





3. TARGET AUDIENCES

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

3.1. Primary audiences

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

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

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

3.2. Secondary audiences

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

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





- The “New European Bauhaus” – initiative and community

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

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

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

Table 3.1 outlines BAUHAUS4EU's main target audiences, the messages adapted to each group, and the main communication channels and tools for effectively reaching and engaging these audiences. It covers both primary and secondary audiences, ensuring a comprehensive approach to create awareness, involvement and collaboration.

Table 3.1 BAUHAUS4EU main target audiences and corresponding communication approaches

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





Secondary audiences		collaboration within BAUHAUS4EU	LinkedIn), events (internal, local), physical channels (e.g. brochures, posters, leaflets)
	Research institutions and labs	Encourage involvement of research labs in alliance activities linked to education and training	Digital channels (BAUHAUS4EU website, social media: LinkedIn), events (e.g. university's open days, info sessions), physical channels (e.g. brochures, posters, leaflets)
	University administrators and project managers	Create awareness, generate engagement, disseminate the project's outcomes and results, showcase the added value of collaboration within BAUHAUS4EU and the Alliance's capacity to act as a role model	Digital channels (BAUHAUS4EU website, podcast, member universities' channels, newsletter, social media: LinkedIn), events (internal, local)
	BAUHAUS4EU associated partners and other regional stakeholders (lifelong learners)	Ppresent the added value of collaboration with BAUHAUS4EU, encourage involvement in the activities of the Alliance	Digital channels (BAUHAUS4EU website, podcast, member universities' channels, social media: Instagram, LinkedIn), events, press and media releases
	Prospective students, doctoral candidates and staff of BAUHAUS4EU member universities	Encourage involvement in the activities of the Alliance	Digital channels (BAUHAUS4EU website, podcast, social media: Instagram, LinkedIn), events (internal, local, e.g. university's open days, info sessions), physical channels (e.g. brochures, posters, leaflets)
	Alumni of BAUHAUS4EU member universities	Create awareness, generate engagement, disseminate the project's outcomes and results	Digital channels (BAUHAUS4EU website, podcast, newsletter, social media: Instagram, LinkedIn), events
	Local authorities and policymakers (regional/national education and cultural ministries, EU institutions)	Ensure the alliance's position as an important stakeholder on the higher education scene, showcase the alliance's capacity to act as a role model for other HEIs institutions and its added value to the sustainability transition of the region	Digital channels (BAUHAUS4EU website, member universities' channels, social media: LinkedIn), events, press and media releases





	Industry partners and associations (businesses, startups, innovation hubs, and organisations)	Ensure the alliance's position as an important stakeholder on the higher education scene and present the added value of collaboration with BAUHAUS4EU	Digital channels (social media: Instagram, LinkedIn), events, press and media releases
	The general public (citizens interested in sustainability, cultural heritage, and education)	Represent and ensure the central position of BAUHAUS4EU in the international higher education scene	Digital channels (Podcast, social media: Instagram, LinkedIn), events, press and media releases
	Other EU Alliances and networks	Foster cross-project collaboration and exchange of best practices, ensure the alliance's position as an important stakeholder within higher education scene, showcase BAUHAUS4EU's capacity to act a role model for other alliances	Digital channels (BAUHAUS4EU website, podcast, member universities' channels, social media: Instagram, LinkedIn), events
	European commission and other EU institutions active in the European Education Area	Showcase the Alliance's capacity to act as a role model for other HEIs institutions	Digital channels (BAUHAUS4EU website, member universities' channels, social media: Instagram, LinkedIn), events, press and media releases
	New European Bauhaus – initiative and community	Showcase the Alliance's capacity to act as a role model for other HEIs institutions and sustainable regional development	New European Bauhaus Newsletter, Contribution to events and collaboration with community (f.i. DigiNEB, CrAFt, NEBULA, NEB Lighthouses, NEB Labs, NEB Facility)





4. KEY COMMUNICATION MESSAGES

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

4.1. Key messages

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

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

By consistently addressing these questions, BAUHAUS4EU ensures that its communication and dissemination activities are clear, targeted, and impactful, strengthening both the Alliance's identity and its visibility across Europe.

4.2. Tone of voice

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

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





To effectively engage students and PhD candidates, the tone may shift to a more informal and approachable style, making the content more relatable and engaging. This flexibility should also be evident in the choice of communication channels and tools, with a more casual tone and colloquial expressions used where appropriate, such as on social media platforms.

This approach ensures that our communication is not only professional and inclusive, but also authentic and value-driven, fostering meaningful connections across diverse audiences and encouraging respectful interaction.

4.3. Language

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

Slogan and hashtags

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

To ensure consistency and visibility across all platforms, the primary hashtags for BAUHAUS4EU communication will be:

- #B4EU,
- #BAUHAUS4EU,
- #EuropeanCollaboration,
- #ShapingTheFuture,
- #EuropeanUniversities and
- #TogetherforEurope.

These primary hashtags will be integrated into all our outreach efforts, adapted to each occasion, to highlight the project's commitment to sustainability, innovation, and cross-border cooperation.

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



Linguistic correctness

A key priority of the BAUHAUS4EU Alliance is maintaining linguistic and grammatical accuracy in all communication channels and publications. Therefore, one of the tasks of the BAUHAUS4EU editorial committee (see section 5.1 below) is to proofread and ensure the linguistic correctness and consistency of all published communications.

Please note that the correct spelling of the alliance name is BAUHAUS4EU (and not Bauhaus4EU).

British English and local languages

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

4.4. Brand image and visual consistency

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

This consistency ensures a cohesive and recognizable presence across all communication materials, including websites, social media, and documents. The goal is to reinforce BAUHAUS4EU's brand recognition and make its mission and vision easily identifiable to all stakeholders.



Fig. 1: Examples of the alliance logo

4.5. Contractual obligation on the use of EU emblem

All the communication activities of the beneficiaries related to the alliance (such as media relations, conferences, seminars, as well as promotional material such as brochures, flyers, posters, presentations, etc., whether in electronic form, distributed via traditional media or digital channels) are contractually obligated to acknowledge



the European Union support, display the European flag (emblem) (see Grant Agreement, Art. 17.2) and include the disclaimer (see Grant Agreement, Art. 17.3, examples of the emblem and the disclaimer are presented in Fig. 2), translated into local languages, where applicable:

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



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Fig. 2: European flag (emblem) and disclaimer to be used by BAUHAUS4EU

The emblem cannot be modified in any way, this includes adding other visual marks, texts or brands. It must remain distinct, separate and the emblem must be at least as prominently visible as other logos that might be displayed additionally (e.g. of beneficiaries or sponsors). No other visual identity or logo may be used to indicate the EU support besides the emblem.¹

While the beneficiaries are allowed to apply the emblem without first obtaining approval from the granting authority, this does not give them the right to exclusive use. It is forbidden to appropriate the emblem or any similar trademark or logo by registration or by any other means.²

For more details, please consult Article 17 of the Grant Agreement and read the European Commission Visual Identity Guideline:

https://commission.europa.eu/resources/european-commission-visual-identity_en

The EU emblem including the co-funding statement can be downloaded in the Download Centre of the European Commission:

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

¹ Cf. European Commission: THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027. Operational guidelines for recipients of EU funding. March 2021. URL: <https://commission.europa.eu/document/download/3192a0ef-6bda-4e1a-81ca-65ade2ffad73_en?filename=eu_emblem_rules.pdf> p. 11-12.

² Cf. European Commission, p.12.



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5. COMMUNICATION PROCESSES, CHANNELS AND TOOLS

In order to ensure smooth and efficient flow of information within the alliance, BAUHAUS4EU will implement specific communication processes, channels and tools, with particular focus on internal and external communication procedures. Internal communication procedures will focus on strengthening collaboration between work packages, committees, and councils, enabling effective coordination across all partner institutions. External communication, by contrast, will aim at raising awareness of the Alliance's activities, sharing results with stakeholders, and fostering engagement with regional, national, and European audiences. Together, these processes and tools will form the backbone of BAUHAUS4EU's communication strategy, supporting the Alliance's visibility, credibility, and long-term impact.

5.1. Communication procedures

To facilitate communication within the Alliance, an editorial committee has been established to oversee all content distributed through the Alliance's digital platforms (website, social media, etc.). For effective and consistent implementation, three scenarios have been defined, each with tailored communication pathways, as illustrated in Figure 3:

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

This structured approach enables efficient information exchange and guarantees coherent, consistent, and effective communication across the Alliance.



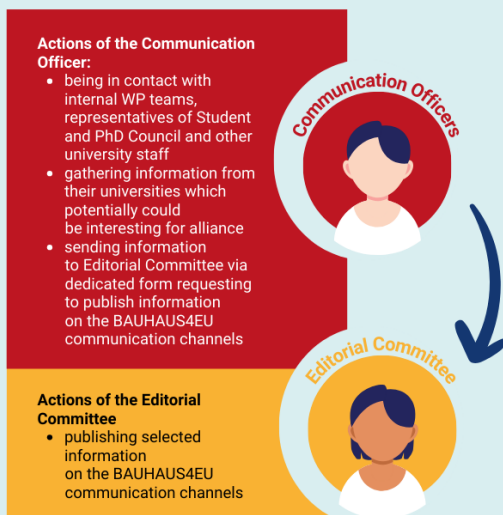


PATHS OF COMMUNICATION FOR THE DISSEMINATION OF THE ALLIANCE RESULTS AND ACTIVITIES

1 Scenario BAUHAUS4EU info to be promoted in HEIs channels



2 Scenario HEIs info to be promoted in BAUHAUS4EU channels



3 Scenario HEIs to HEIs communication

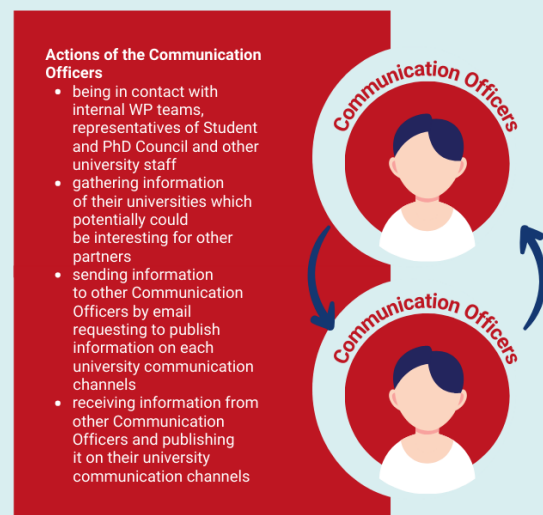


Fig. 3: Paths of communication for the dissemination of the alliance results and activities between and within BAUHAUS4EU institutions



5.2. Communication channels

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

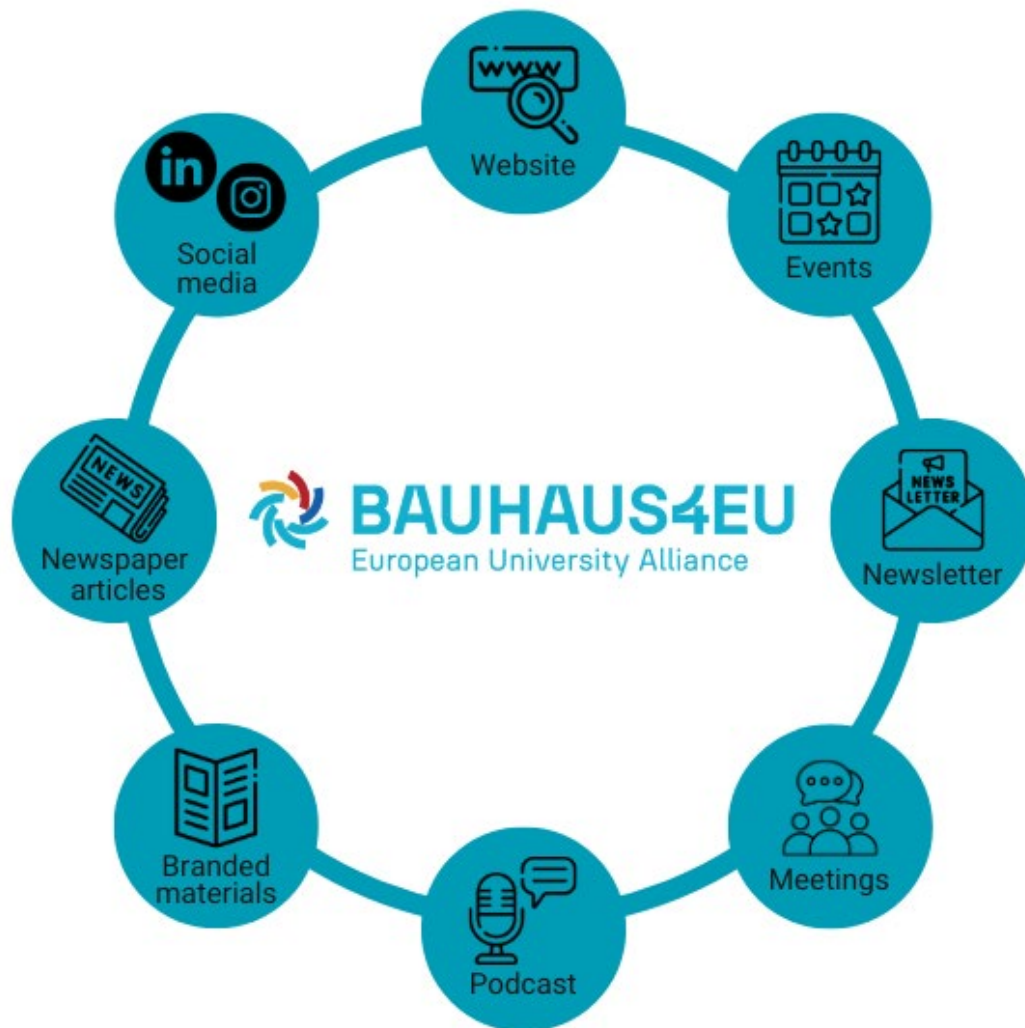


Fig. 4: Communication channels and tools for the dissemination of the alliance results and activities



Internal communication

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

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

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

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

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

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



External communication

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

All communication and dissemination materials and events must acknowledge the European Union support (EU emblem, funding statement and legal disclaimer). The contractual obligations must be consulted under Article 17 of the Grant Agreement, more details on the terms of usage are also specified by the European Commission Visual Identity Guideline.³ The EU emblem including the co-funding statement can be downloaded in the Download Center of the European Commission:

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

Digital channels

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

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

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

³ European Commission: THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027. Operational guidelines for recipients of EU funding. March 2021. URL: <https://commission.europa.eu/document/download/3192a0ef-6bda-4e1a-81ca-65ade2ffad73_en?filename=eu_emblem_rules.pdf>





updates, photos, and short videos to showcase the impact of BAUHAUS4EU and its various initiatives, promoting a sense of community and excitement.

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



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

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

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

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



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

Main target audience: Students, prospective students and doctoral candidates

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

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

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

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





opportunities for involvement in the project, to keep external stakeholders engaged and well-informed.

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

Table 5.1 outlines BAUHAUS4EU's digital channels, identifying the main target audience for each channel, the types of content and the main objectives.

Table 5.1 BAUHAUS4EU's digital communication channels

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





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

Traditional media

Press releases for significant milestones will be distributed to announce key developments and significant milestones reached by the BAUHAUS4EU alliance. These releases will highlight important achievements, new partnerships, and high-





impact activities. Press releases will be strategically timed to align with major project phases, to ensure maximum media coverage and public awareness.

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

Table 5.2 summarizes BAUHAUS4EU's traditional communication channels, identifying the main target audience for each channel, the types of content and the main objectives.

Table 5.2 BAUHAUS4EU's traditional communication channels

Traditional media	Main target audience	Content type	Objective
Press releases	University administrators and project managers, BAUHAUS4EU associated partners, local authorities and policymakers, industry partners, general public, other EU alliances and networks, European commission and other EU institutions active in the European Education Area, media outlets	Timely updates about the BAUHAUS4EU alliance, including milestones, new partnerships, upcoming events, achievements...	Raise public awareness and media attention about the BAUHAUS4EU alliance, generate press coverage and reach a wide audience to promote the alliance's goals, successes and opportunities for involvement
Interviews	Students, academic and administrative staff, BAUHAUS4EU associated partners, prospective students, doctoral candidates and staff of BAUHAUS4EU member universities, local authorities and policymakers, industry partners, general public	Key figures involved in the project (project leaders, students, academic staff...), share their personal experiences, insights and the impact of the BAUHAUS4EU project on their academic and professional lives	Raise visibility and credibility for the project, humanize the project and engage audiences on a deeper level

Events

Workshops and seminars to engage students and staff: Workshops and seminars will be organized to involve students, staff, and other stakeholders in the project activities. These events will provide opportunities to exchange knowledge, develop skills and share best practices. Topics will range from academic collaborations to innovation



and sustainability practices, encouraging active participation and a sense of ownership within the BAUHAUS4EU community.

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

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

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

Joint promotional booths at international conferences: The BAUHAUS4EU alliance will set up joint promotional booths at key national and international conferences to present the project's activities and results that are taking place in European countries.⁴ These booths will serve as platforms to engage with a global audience, promote collaboration with external partners and share information about the alliance's contribution to education and sustainability. They will also provide opportunities for networking, raising awareness of the project's objectives and promoting international partnerships.

⁴ All funded activities must take place in eligible countries. These include EU Member States as well as the following third countries that are either associated to the Erasmus+ Programme or in ongoing negotiations for an association agreement: Iceland, Norway, Liechtenstein, North Macedonia, Serbia, Turkey, Albania, Bosnia and Herzegovina, Kosovo, Montenegro, Faroe Islands and Switzerland.



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

Visual communication media

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

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

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

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

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



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





6. DISSEMINATION ACTIVITIES

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

All dissemination materials must acknowledge the European Union support (EU emblem, funding statement and legal disclaimer). The contractual obligations must be consulted under Article 17 of the Grant Agreement, more details on the terms of usage are also specified by the European Commission Visual Identity Guideline.⁵

The EU emblem including the co-funding statement can be downloaded in the Download Center of the European Commission:

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

6.1. Teaching offer

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

Develop promotional materials

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

Organise Open Days

Open days will be organised to provide prospective students and academic staff with information about the courses, teaching methods, and mobility and research opportunities within BAUHAUS4EU. These events will facilitate direct engagement

⁵ European Commission: THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027. Operational guidelines for recipients of EU funding. March 2021. URL: <https://commission.europa.eu/document/download/3192a0ef-6bda-4e1a-81ca-65ade2ffad73_en?filename=eu_emblem_rules.pdf>





with students and faculty, allowing participants to ask questions and explore the offerings.

Publish testimonials

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

Identify and empower alliance ambassadors

Students and staff involved in the Alliance – such as members of the different WPs or councils – will be selected to embody and promote the core values of the BAUHAUS4EU Alliance. These ambassadors will be the face of the Alliance, sharing their experiences and encouraging others to get involved. They will be invited to share their testimonies for our website, social media channels and podcast, helping to increase the impact of the alliance's activities.

Establish a shared digital repository

BAUHAUS4EU will establish a shared digital repository – an open-access digital library designed to host academic outputs related to education and training within the alliance. This repository will host Bachelor's, Master's, and PhD theses, as well as academic publications that emerge from teaching and learning activities carried out in the context of BAUHAUS4EU.

By highlighting the academic achievements of students and staff across partner institutions, the repository will enhance the visibility of educational work and strengthen the identity of the alliance. Through increased accessibility of these academic outputs, the platform will support pedagogical innovation, foster interdisciplinary exchange, and facilitate collaboration in education and training. This initiative is a key component in promoting the values and impact of the BAUHAUS4EU alliance across Europe and facilitating collaboration between institutions.

6.2. Local authorities

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





Host policy dialogue sessions

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

Partner with local media to broadcast success stories

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





7. TIMELINE AND KEY MILESTONES

The timeline and key milestones section outlines the main events, products and achievements planned throughout the BAUHAUS4EU alliance. These milestones mark the strategic progression of the project and serve as key reference points for assessing impact and ensuring continued alignment with the Alliance's objectives. To provide clarity and structure, the following section is organised into three phases: Year 1, Years 2–3, and Year 4. Figure 5 summarizes the envisioned timeline graphically.

7.1. Year 1

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

Project launch: press releases

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

Kick-off meeting in Weimar

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

Development of initial promotional materials

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

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

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





Organisation of regional workshops for associated partners at each institution

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

Organisation of the annual photography contest

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

7.2. Years 2 – 3

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

Publishing interim results through newsletters and media

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

Hosting stakeholders' workshops and thematic seminars

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

Initiating student and faculty engagement programs

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

Organisation of the 2nd BAUHAUS4EU Forum in Katowice, Poland

The second BAUHAUS4EU Forum (Milestone 26, due date: July 2026) will be held in Katowice at the Katowice University of Economics (UEKAT) in Poland. This forum will



provide an opportunity to review progress, share ideas and promote discussion on the specific challenges in the European education landscape.

Organisation of the 3rd BAUHAUS4EU Forum in Amiens, France

The third BAUHAUS4EU Forum (Milestone 27, due date: July 2027) will take place in Amiens, at the Université de Picardie Jules Verne (UPJV) in France. This forum will focus on exploring the results achieved so far, promoting collaboration between the universities and refining the strategies for the final stages of the project.

Organisation of Interregional Workshop Events for associated partners

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

Organisation of the annual photography contest

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

7.3. Year 4

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

Publication of a comprehensive impact report

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

Archiving of outputs and online accessibility

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





Organisation of Interregional Workshop Events for associated partners

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

Organisation of the annual photography contest

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

Organisation of the 4th BAUHAUS4EU Forum in Thessaloniki, Greece

The fourth and final BAUHAUS4EU Forum (Milestone 28, due date: July 2028) will be held in Thessaloniki at the University of Macedonia (UOM) in Greece. During this event, we will present the results and impact of the project, including major outcomes, lessons learned, and recommendations for the future. The key project deliverables will be shared with an international audience including partners and stakeholders from local, regional, national and European level. This event will therefore give the opportunity to reflect on the achievements and limitations of the project, discuss the legacy of BAUHAUS4EU, and outline potential future steps to continue the work in the European higher education sector.



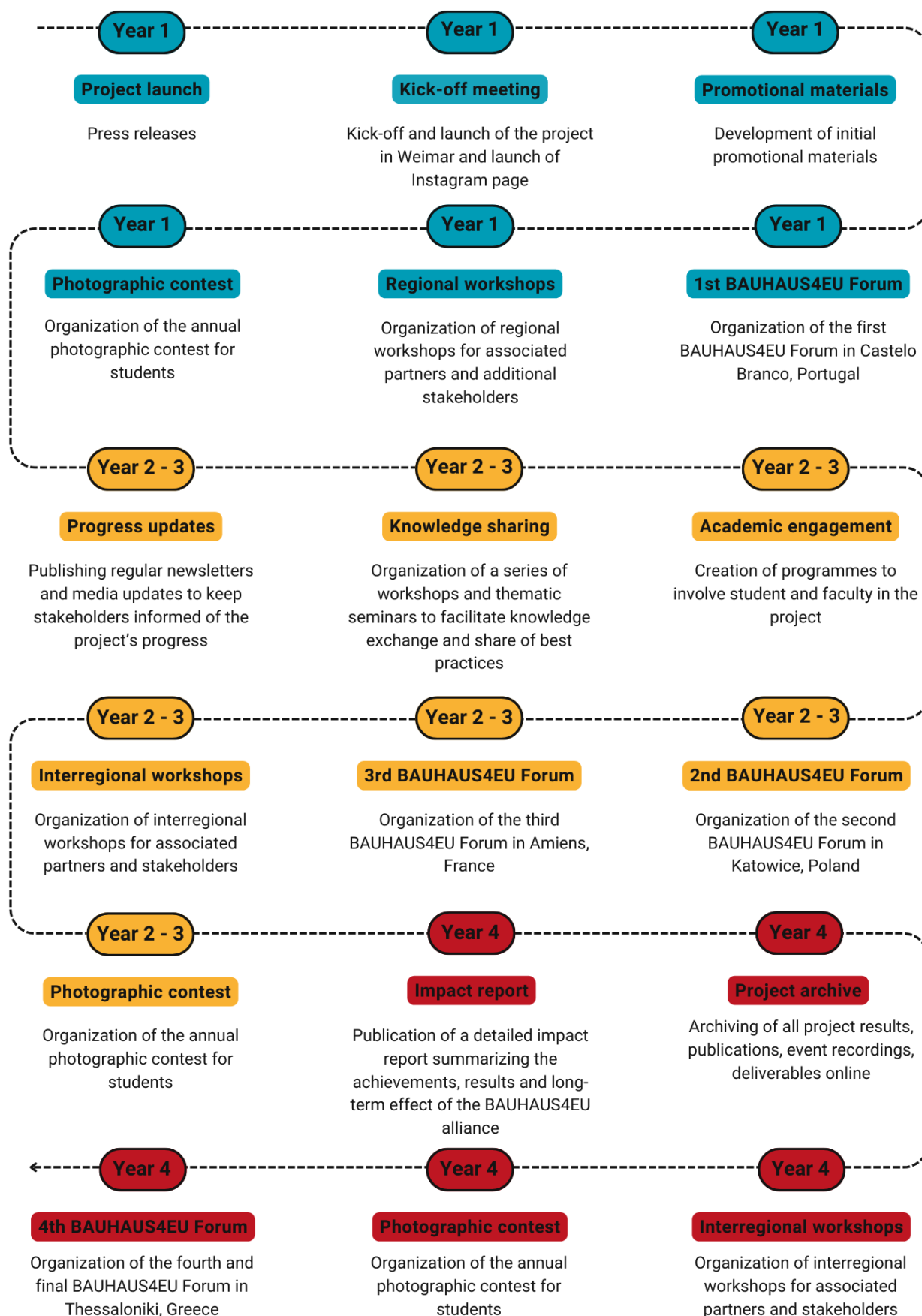


Fig. 5: Timeline and Key Milestones of BAUHAUS4EU Communication and Dissemination Activities



8. MONITORING AND EVALUATION

To ensure the effectiveness and impact of BAUHAUS4EU's communication, dissemination and exploitation activities, a comprehensive monitoring and evaluation procedure will be put in place. This system will track quantitative and qualitative data to measure the success of the various initiatives, identify areas for improvement, and ensure conformity with the project's overall objectives. All data will be documented in the final Evaluation Report on Communication, Dissemination and Outreach Activities (D 11.3) in December 2028. In addition, the collected data will also be included in the Annual Progress Reports – one per year, each submitted in November – covering the duration of the project up to 2028 (D 1.4, D 1.5, D 1.6, and D 1.7).

8.1. Metrics

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

Website analytics

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

Social media engagement

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

Event attendance and feedback

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



Number of publications

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

Number of events held

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

8.2. Evaluation tools

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

Surveys and questionnaires for stakeholders

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

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

Focus groups

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

Regular reviews of progress in relation to communication objectives

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



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

8.3. Reporting on communication and dissemination activities

The reporting on communication and dissemination activities is an integral part of the project's monitoring and evaluation framework. This reporting is carried out via the System for Grant Management (SyGMA) on the EU Funding & Tenders Portal, and allows systematic documentation of all relevant actions and outputs throughout the project lifecycle. This process provides the European Commission with real-time access to up-to-date information, supports transparency, and reduces administrative burden during periodic reviews.

The Project Coordinator holds overall responsibility for maintaining the accuracy and completeness of this reporting process. To ensure consistency, each partner must collect and provide timely input on their activities, supported by relevant metadata and documentation. This collaborative effort allows for accurate reporting, facilitates EU-level monitoring, and guarantees that all communication and dissemination actions remain traceable.

Two categories of activities must be systematically reported:

Dissemination activities

Dissemination activities refer to the targeted sharing of project results, knowledge, and outputs with specific audiences who can benefit from or build upon them. These audiences typically include academics, policymakers, regional and institutional stakeholders. The goal is to maximize the use, uptake, and long-term impact of project findings and deliverables. Dissemination can, for example, take place through:

- Academic publications, conference presentations, policy briefs
- Webinars or workshops for expert communities
- BAUHAUS4EU Regional and Interregional Workshop events
- Uploading deliverables or tools to public repositories
- Contributions to standardization or policy dialogues.

All dissemination activities will be systematically documented and reported, ensuring transparency, traceability, and the ability to assess their reach and impact within and beyond the Alliance.

Communication activities

Communication activities aim to raise awareness about the project as a whole, its objectives, relevance, and societal impact. These activities target a broader public, media and other non-specialist audiences – wherever possible in a two-way



exchange. Communication helps ensure that the project is visible, relatable, and connected to wider societal challenges. Examples include:

- BAUHAUS4EU Forum
- Project websites and newsletters
- Press releases and social media campaigns
- Promotional videos and infographics
- Public events or exhibitions

All communication activities will be systematically documented and reported, ensuring transparency, traceability, and the ability to assess their reach and impact within and beyond the Alliance.





9. CONTINUITY AND SUSTAINABLE EXPLOITATION

To facilitate the long-term success and sustainability of BAUHAUS4EU beyond the initial phases of the project, strategies building on continuity both at institutional and financial levels will be implemented. Governance structures and collaborative mechanisms will be maintained and strengthened, while funding will be diversified through membership contributions, regional and national support, and participation in European and international programmes. These measures will secure the Alliance's sustainability and enable it to continue creating impact well beyond the project's initial duration.

9.1. Continuity at institutional level

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

Allocation of responsibilities

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

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





Steering Committee level and the project's operational execution. It is responsible for the practical execution of strategic plans, ensuring that all tasks and activities are implemented effectively and efficiently. The Management Team provides regular feedback to the Steering Committee, reporting on progress, identifying challenges and proposing solutions to ensure that the project remains aligned with its objectives.

- **WP Groups:** The Work Package (WP) groups are made up of specific project teams responsible for executing individual work packages within the framework of the overall project. Each group focuses on a particular area of the project, from communication and the development of joint degree programs to life-long learning courses and the provision of seamless mobility procedures. The work package groups work closely with the Management Team to ensure that the objectives of their work package are aligned with the goals and deadlines of the overall project. They are responsible for executing tasks, delivering expected results and respecting predefined milestones.
- **The Student Council:** The Student Council is composed of representatives from each partner university (one undergraduate and one graduate). They discuss and address student issues relating to the project and the alliance.
- **The PhD Council:** The PhD Council is composed of representatives from each partner university. They represent the interests of PhD students within the BAUHAUS4EU alliance.
- **The Academic Council:** The Academic Council is composed of members of the academic staff. It provides strategic advice on the development of joint educational formats and opportunities for academic staff, as well as guidance and advice on academic issues related to the alliance.
- **The Administrative Council:** The Administrative Council is composed of members of the administrative staff. They advise on the development of opportunities for administrative staff and contribute to joint administrative procedures and activities within the alliance.
- **The Diversity Officer:** The Diversity Officer is appointed by the Steering Committee and plays a key role in ensuring that diversity, inclusion and equity are an integral part of the alliance's operations and initiatives.
- **The Sustainability Officer:** The Sustainability Officer is appointed by the Steering Committee and focuses on promoting sustainable development initiatives within the alliance.
- **The Research Officer:** The Research Officer is appointed by the Steering Committee and supports the Alliance by fostering internationalisation and expanding networking opportunities for academic staff.





- **The Regional Council:** The Regional Council includes representatives of the associate partners, municipalities, NGOs and other civil society actors active in the region. The council contributes to the development of strategy and provides advice on the work of the alliance.
- **The Advisory Council:** The Advisory Council supports the Presidents' Council in developing strategies and decision-making processes.

Together, these clearly defined roles create a coherent governance structure that ensures strategic alignment, effective implementation, and the long-term continuity of BAUHAUS4EU's objectives.

Communication team

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

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

Through these responsibilities, the communication team plays a central role in ensuring that BAUHAUS4EU's communication remains coherent, impactful, and continuously aligned with the Alliance's strategic objectives.

9.2. Continuity at the financial level

Ensuring the long-term financial sustainability of BAUHAUS4EU is essential to maintain its impact and expand its activities beyond the duration of initial funding. To achieve this, a comprehensive financial strategy will be implemented, which includes additional funding from various sources. These funds will allow the Alliance to





continue its activities, develop joint programs and increase its reach and influence. The financial sustainability plan will focus on the following key strategies:

Leveraging Regional, Local and National Government Support

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

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

By strategically engaging with regional, local, and national governments, BAUHAUS4EU not only secures diverse funding opportunities but also reinforces its role as a catalyst for innovation, education, and sustainable development across multiple levels.

Business-Academia Partnerships

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



- **Forge strategic partnerships with industry:** By collaborating with leading companies in key sectors, BAUHAUS4EU can establish long-term funding agreements that support innovation, joint educational programs and academic activities.
- **Establish corporate sponsorships for academic projects:** Businesses can sponsor academic projects, conferences and workshops organized by BAUHAUS4EU. In exchange, companies can gain access to opportunities for talent recruitment and participation in the development of new innovations that align with their corporate interests.
- **Private partnerships and patronage:** BAUHAUS4EU can also explore private partnerships and patronages, enabling companies or foundations to provide financial support for alliance initiatives or specific events. These partnerships can offer patrons increased visibility, networking opportunities and the chance to associate themselves with innovative, social-impact projects, while reinforcing their commitment to innovation and progress.

European Union and International Funding Opportunities

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

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

Membership fees from current and new partners

In order to facilitate the financial sustainability of the alliance, BAUHAUS4EU intends to introduce annual membership fees for current and new partners. These fees will provide a regular source of funding to support the ongoing activities of the alliance. It





will also strengthen the commitment of partners and attract new members who share the values and objectives of the alliance.





10. INSTITUTION-SPECIFIC COMMUNICATION CHANNELS

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

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



10.1. Blekinge Tekniska Högskola – BTH

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

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

As an institute of technology, BTH has great opportunities to contribute to a societal transformation in the field of sustainability, aligning with the goals of the



BAUHAUS4EU alliance. BTH plays a key role in shaping the future of higher education and research, both in Sweden and in Europe.

Communication channels and tools of BTH

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





10.2. Bauhaus-Universität Weimar – BUW

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

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

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

Communication channels and tools of BUW

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





- **External communication:**

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





10.3. Instituto Politécnico de Castelo Branco – IPCB

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

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

IPCB's international dimension has been steadily consolidating through student and staff mobility, participation in European networks and projects, and the welcoming of students from various countries. This focus on internationalisation helps build a diverse, open, and global academic community, enriching the educational experience and fostering intercultural dialogue.

In a context marked by complex challenges such as demographic decline, climate change, and digital transformation, IPCB positions itself as an active agent in addressing these issues through education, research, and community engagement. Its participation in the BAUHAUS4EU alliance will deepen these responses, promoting innovative and integrated solutions that enhance territories and strengthen the links between higher education institutions and local communities, both in Portugal and across Europe.



Communication channels and tools of IPCB

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





10.4. Università degli Studi di Bergamo – UniBG

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

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

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

Communication channels and tools of UniBG

- **Internal communication:**
 - Internal mailing list: Communication between and among task leaders and participants directly involved in the activities will proceed through



an internal mailing list as well as online and in-person meetings as needed.

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





10.5. Université de Picardie Jules Verne – UPJV

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

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

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

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

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

Communication channels and tools of UPJV

- **Internal communication:**
 - Newsletter (in French): Distribution of the BAUHAUS4EU newsletter, translated in French for accessibility. Sent regularly to UPJV members interested in alliance opportunities. Includes targeted information on mobility projects and upcoming events.
 - Billboards and posters: Displayed in high-traffic areas of the university (cafeterias, classrooms, student areas) to raise awareness about the alliance.
- **External communication:**
 - Digital platforms:





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





10.6. Université Lumière Lyon 2 – LYON2

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

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

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

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

In December 2024, the University adopted a master plan for sustainable development and social and environmental responsibility. It is in line with the "Ecological Transition" roadmap adopted by the institution in 2021, and accompanied by major investments in building renovation and campus transformation. With its cross-functional approach, this strategic document has mobilized the entire university



community (teaching and research staff, students and administrative staff), and adds a real social dimension to our commitments.

Communication channels and tools of Lyon 2

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





10.7. Universiteti Polis – POLIS

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

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

Communication channels and tools of Polis

- **Internal communication:**
 - Newsletter Intranet - BAUHAUS4EU Section: A dedicated section will be created Email newsletters: regular internal updates shared with staff and students
 - Collaborative platforms: tools to support internal collaboration and coordination among stakeholders involved in the alliance
 - Regular meetings: scheduled meetings to maintain alignment on project goals and progress
 - Promotional material: posters, brochures, and other visuals supports used within the institution to promote the alliance and its opportunities
 - Student and faculty testimonials: sharing personal experiences from students and staff involved in the alliance to promote internal engagement





- **External communication:**

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





10.8. University of Architecture, Civil Engineering and Geodesy – UACEG

UACEG plays a significant role in the BAUHAUS4EU alliance by integrating its long-standing expertise in architecture, civil engineering, and geodesy with modern priorities such as digital construction technologies and sustainable development. UACEG sees its participation in BAUHAUS4EU as a natural extension of its mission to shape Bulgaria's infrastructure and urban landscapes. Under the leadership of its first female Rector, Assoc. Prof. Dr. Arch. Gichka Kutova- Kamenova, the university is committed to becoming a high-tech, research-driven institution that bridges academia, industry, and public policy. The BAUHAUS4EU alliance supports this goal, especially in addressing the socio-economic challenges of the Yugozapaden (Southwest) region and the country, such as income inequality and environmental issues, through urban planning and sustainable infrastructure initiatives.

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

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



and technological adaptation.

Communication channels and tools of UACEG

- **Internal communication:**

- University newsletters: Used to highlight BAUHAUS4EU project activities and achievements for the internal academic community.
- Inter-university platform: Dedicated space to present the project and provide detailed information on key topics such as training programs, mobility opportunities and skills development
- Alumni engagement programs: Involving alumni through mentorship, storytelling and participation in project related events
- Infographics & interactive reports: Visually engaging materials to communicate project impact and progress in a compelling way.

- **External communication:**

- Digital platforms:
 - UACEG university website: A dedicated section within the university website for visually engaging content, news and impact stories of UASG's participation in the alliance + dedicated project website
 - Social media platforms (LinkedIn, Instagram, Facebook, YouTube): Regular updates to share milestones, events, testimonials using cross-promotion: simultaneous, multilingual content release across all partner institutions
 - Alliance E-newsletters: Targeted communication providing updates to external stakeholders
- Traditional media:
 - Press releases: Announcement of key milestones in regional/national media and sector-specific media
 - Feature articles & interviews: Published in regional and national newspapers and industry blogs and broadcast on national radio
- Events and networking opportunities:
 - Interregional workshops: UACEG will be organizing the 3rd interregional workshop
 - Workshops & seminars: Designed to engage students and staff with the project
 - Public forums & roundtables to share findings and project impact with industry representatives, local authorities, and academic institutions, and increase visibility
 - Live webinars using interactive spaces and platforms for dialogue between faculty, students, and stakeholders





- Sports & social events: To help create and sustain community spirit around the project
- Annual conferences: To celebrate, present progress, exchange knowledge and encourage stakeholder participation





10.9. University of Economics in Katowice – UEKAT

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

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

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

Communication channels and tools of UEKAT

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





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





10.10. University of Macedonia – UOM

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

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

Communication channels and tools of UOM

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





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





11. CONCLUSION

This Communication, Dissemination, and Outreach Plan provides a strategic framework to ensure the visibility, engagement, and impact of BAUHAUS4EU activities across its member institutions, regions, and Europe as a whole. Two **main audience groups** have been defined: primary audiences, directly involved in the project (students, academic and administrative staff, research institutions and labs, university administrators and project managers, as well as BAUHAUS4EU associated partners and regional stakeholders); and secondary audiences, including prospective students, alumni, local authorities, industry partners, media, European institutions, and other university alliances. This segmentation enables communication messages and tools to be tailored for each group, ensuring relevance and effectiveness.

Key communication messages highlight the Alliance's identity and objectives, core values and goals, opportunities for members and their communities, expected results and achievements, benefits for students and staff, societal impact at local, regional, and European levels, reasons for stakeholder support, and BAUHAUS4EU's contribution to strengthening the integration and attractiveness of European higher education. A diverse mix of **digital channels** (website, social media, newsletter, podcasts), **traditional media** (press releases, interviews), and **promotional tools** (brochures, roll-ups, virtual backgrounds, branded materials) ensures consistent, accessible, and engaging communication.

The main **communication and dissemination activities** include promoting the educational offer through open days, testimonials, and Alliance ambassadors; engaging local authorities via policy dialogue and media collaboration; organizing regional and interregional workshops, annual forums, and student contests; and publishing academic outputs to strengthen visibility and foster knowledge exchange.

The long-term success of the Alliance relies **on institutional continuity**, supported by a clear governance structure involving councils, committees, and operational teams, and on **financial sustainability** achieved through public–private partnerships, European and international grants, and membership contributions. These measures will ensure that communication, dissemination, and exploitation activities extend beyond the project's initial funding phase.

Altogether, this Plan equips the Alliance with the tools and strategies needed to make its activities visible, accessible, and impactful. It establishes a strong foundation for the coming years, ensuring that BAUHAUS4EU's values and achievements resonate with its communities, partners, and stakeholders while paving the way for lasting impact and sustainable transformation. A second version of the Communication, Dissemination, and Outreach Plan will report on the concrete measures taken and evaluate their performance, providing an initial assessment of successes and areas for improvement.



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