

European Space University for Earth and Humanity

UNIVERSEH is an alliance of five European universities established to develop a new way of collaboration in the field of Space, within the "European Universities" initiative.

The alliance aims to create new higher education interactive experiences for the university community, teachers and students, and for the benefit of society as a whole. Such initiatives will enable broadminded, informed and conscientious European citizens to capture and create new knowledge and become smart actors of European innovation, valorisation and societal dissemination within the Space sector, from science, engineering, liberal arts to culture.

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D 7.1 Dissemination Plan

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Version: final

Dissemination level

PU	Public	X
CO	Confidential, only for members of the consortium	

UNIVERSEH – European Space University for Earth and Humanity is an alliance of



Document History

Version	Date	Author	Partner	Summary of main changes
1	15/06/2021	ET, JPH	Uni.lu	

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UNIVERSEH dissemination plan as of June 2021

Vision

Teaching and researching Space and New Space for the benefit of Earth and humanity

Mission

Develop innovative and competitive employment-oriented curricula to support European leadership in space activities

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Executive summary

UNIVERSEH aims to offer interdisciplinary study programmes in the field of Space. Reflecting European values, UNIVERSEH's objectives are to:

- Develop and offer study programmes focused on Space and New Space
- Focus on the opportunities and challenges associated with Space exploration and the use of Space for private and public purposes
- Facilitate mobility and multilingualism for students and staff
- Promote student inclusion and diversity
- Strengthen pedagogical innovation and entrepreneurship in Europe.

The UNIVERSEH Alliance also aspires to make the space sector more sustainable and to help maintain the EU's autonomy and leading position in space innovation.

UNIVERSEH's communication plan targets its strategic messages at a variety of audiences: current and potential students, parents, staff of partner universities, other universities and networks, national and international administrations such as space agencies, policy and decision makers, industrial companies, NGOs, press & multipliers, and society in general (see grant application Task 7.1).

Our **dissemination objectives** are the following:

- Establish the presence of UNIVERSEH in the space-related higher education ecosystem, under the Erasmus+ scheme
- Define a desired positioning for UNIVERSEH, in line with its ambitions, and roll out the associated core messages
- Analyse the impact of the current dissemination policy

Our **functional objectives** have been defined as:

- Engaging stakeholders and optimizing final uptake of project's results
- Sharing knowledge adapted to the local context
- Supporting the creation of novel synergies and collaborations with the UNIVERSEH alliance
- Sharing results of synergies with other European Universities Alliances
- Contribute to European or EU-funded platforms and apps

Our **Unique Selling Points**

UNIVERSEH partners have:

- A proven track record in specialized space-related curricula,
- A peer-to-peer and collaborative teaching, incorporating interdisciplinary and cross-sectoral programmes
- A recognized performance in implementing student and staff multilingualism and mobility
- A proximity and a recognised relationship with major players of the established and New Space industries.

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The governance

The governance provides the framework for preparing, implementing and delivering the communication and dissemination plan. There are multiple interdependencies between the different work-packages that need to be mapped and integrated in the work. Information exchange is to be modelled and organised. Work package 7 (WP: Sustainability & Dissemination) fully depends on input from the other work packages [WPs 1-6]:

- WP7 is represented in the steering committee sessions, thus ensuring a transparent information flow,
- WP7 members from the respective alliance partners are liaising on a regular basis with the WPs that are being coordinated by their respective universities,
- Communication and dissemination activities, documents and publications in general are validated by steering committee and documented within the minutes.

Establish the presence of UNIVERSEH in the space-related higher education ecosystem, under the Erasmus+ scheme

UNIVERSEH is one of the 41 'European Universities' selected in 2020 and 2021. For now, the concept of 'European Universities' is new to many, even within the partner universities. As a dream catcher for space education, research and industry, UNIVERSEH has the following foundation principles on which our dissemination plan is based:

- A particular application of the Erasmus+ programme, extending student and staff mobility to create a new university model
- Based on fundamental European values
- Enhancing the competitiveness of European universities by
 - o Implementing novel educational concepts
 - o Enabling students to combine studies in several universities, benefitting from the respective partner strengths
- A European University focusing on all aspects of Space, focusing on four key areas:
 - o Societal challenges
 - o Space exploration
 - o Space resources and settlement
 - o Space sustainability
- An alliance of leading universities:
 - o Delivering high-quality education and imparting highly employable skills
 - o Driving research
 - o Supporting sustainable growth, job creation, and innovation.

All these aspects will constitute the basis for the elaboration of the societal and academic core messages of UNIVERSEH.

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Define the desired positioning of UNIVERSEH and develop and exhibit core messages

Following are the key core messages to be considered for UNIVERSEH dissemination:

- UNIVERSEH is truly European
 - o Partnership of 5 universities, based on European values
 - o Promoting mobility
 - o Multilingualism
 - o Shaping European identity built on multiple (different geographic, national) contributions
- UNIVERSEH delivers high quality education:
 - o Innovative teaching and learning formats
 - o Multilingualism
 - o Interdisciplinarity
 - o Combinative and complementary course offer from partner universities
- UNIVERSEH makes impact:
 - o Outputs highly qualified graduates to meet requirements of a dynamic industry sector
 - o Contributes to the strengthening a segment of strategic importance for Europe (both in its public and commercial dimensions)
 - o Drives diversity
 - o Contributes to build an open and inclusive Europe
 - o Stimulates cooperation in space-related matters

All these aspects are measurable proof points, pending access to the relevant data.

Develop dissemination instruments and platforms for UNIVERSEH

A **starter kit** was elaborated as a first measure to launch UNIVERSEH in terms of communication and dissemination. It includes:

- Logo and visual identity
- Primary graphic guidelines
- Templates for all documents (web, .pptx, .docx)
- Website
- Social media channels (Twitter, YouTube, LinkedIn)
- Imagery
- Generic PowerPoint presentation
- Press release templates and boiler plate texts in EN, DE, FR
- Presentation flyers for general audience and stakeholders

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To facilitate cooperation, a shared space has been implemented using electronic cooperation platform where all partners can access to develop, finalize and share relevant documents. The controlling owner of the shared space is WP7.

The roadmap of the dissemination plan

The roadmap for the dissemination plan can be broken down in main action groups:

- Fundamentals:
 - o Formulation of vision, mission, core messages
- Identification of key audiences
- Compilation and coordination of contact lists (for media, stakeholders etc)
- Creation of PR material:
 - o “Ambassador kit” including generic flyer, presentation video, short PowerPoint presentation
 - o Spin stories around core aspects of UNIVERSEH as they emerge in the different work packages, for instance
 - Innovative pedagogical model (linked to WP 4) – micro-learning platform, ADNs (Aerospace digital nuggets)
 - Sustainability & Space
 - Inclusion & diversity, including video testimonials about women in space from WP6
 - o Articles, podcasts, videos – explore options and platforms
- Project visibility of UNIVERSEH on the conference and events circuit, with the identification of conferences and events to participate in (on hold due to impact of COVID-19)
- Use network of embassies and consulates to extend UNIVERSEH's reach beyond Europe
- Regularly inform industry partners and other stakeholders
 - o Invigorate the Advisory Committee and Board
 - o Propose STEM activities to high schools, create pupils outreach plan
- Continue to build the website as the core communication platform for prospective students and interested partners
- Develop and implement an internal communication plan with the objective to:
 - o Ensure transparency about the project and its implementation within the partner institutions
 - o Generate buy-in and make people proud of the trailblazing project
 - o Propose articles, talks, videos, podcasts (exchange of material is encouraged, provided language allows) on Intranet and similar platforms.

The current pandemic situation and its prolongation forces us to defer to July and potentially beyond some aspects of the programme and actions which were

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originally proposed at the start of the project. An adapted schedule will be provided in due time.

Impact assessment

Our goal is to assess our impact by evaluating the effectiveness of the dissemination and communication activities carried out by the full consortium. Currently not all Alliance partners have the capacity to fully evaluate their impact on their respective “own” networks and groups of stakeholders, whereas others have the ability to do this.

Measurable aspects are:

- Press coverage
- Social media and electronic platforms (Google analytics for the platform, Facebook’s insights, Twitter analytics and other online tools covering several social media); a first assessment has been carried out at the kick-off meeting and the following weeks (see annex).

These figures will be drawn regularly and transferred to the partners to promote media analytics as a tool to support UNIVERSEH.

Annex

[Document: Social Media Insights / 01 Nov 20 – 31 Dec 20](#)

Social Media Insights UNIVERSEH

01 Nov 20 - 31 Dec 20



UNIVERSEH



UNIVERSEH

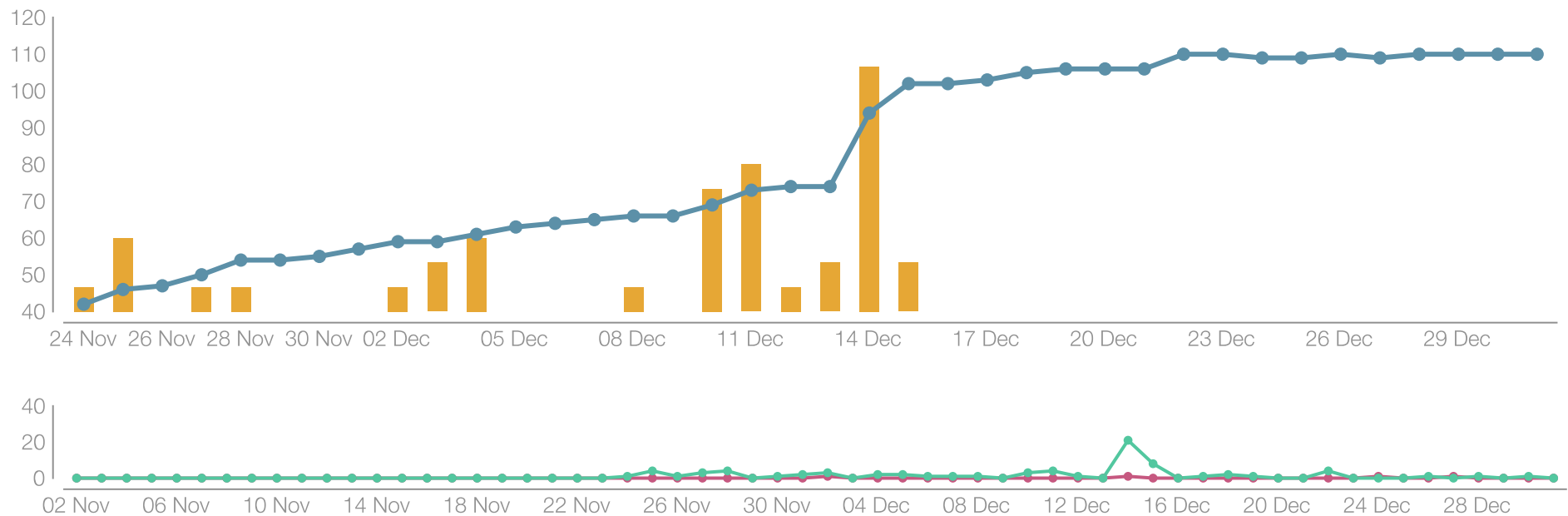
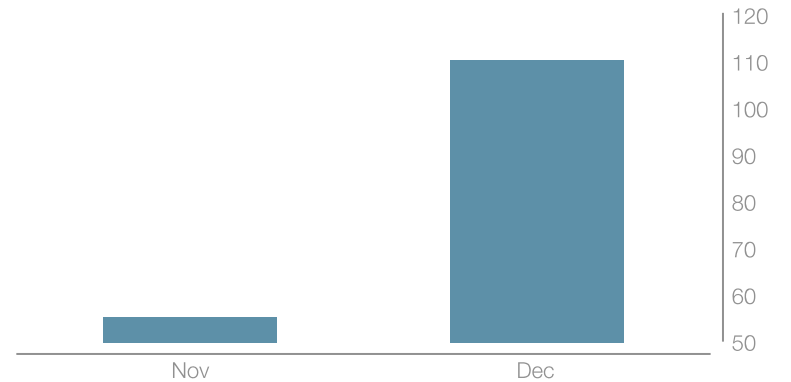
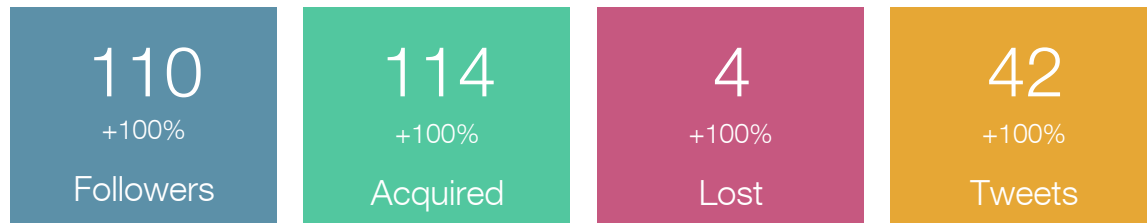


UNIVERSEH



UNIVERSEH

Community growth



01 Nov - 31 Dec



Interactions



UNIVERSEH

89

+100%

Likes

30

+100%

Retweets

139

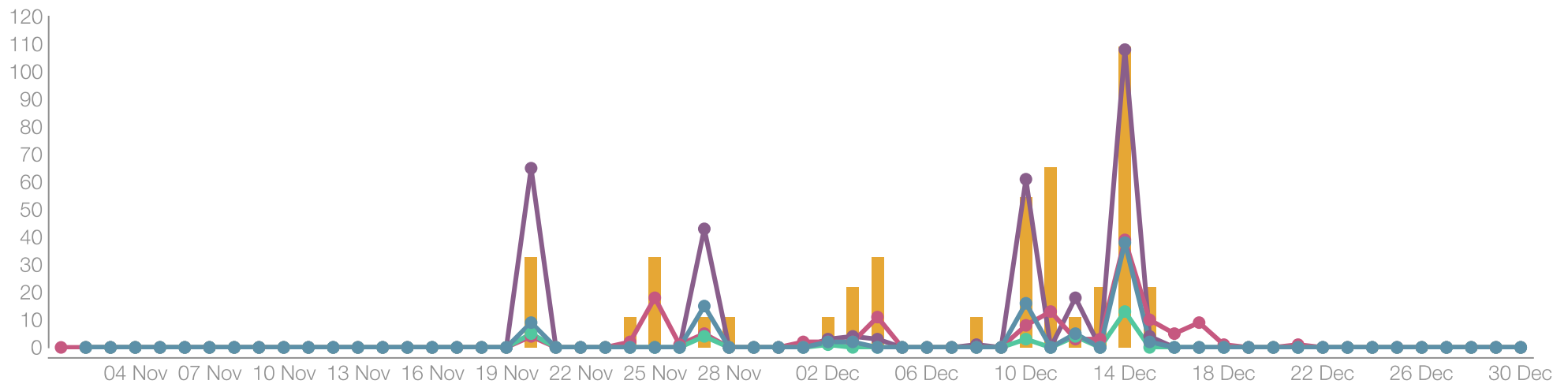
+100%

Mentions

310

+100%

Interactions



01 Nov - 31 Dec



Community growth



127

+100%

Likes

134

+100%

Acquired

4

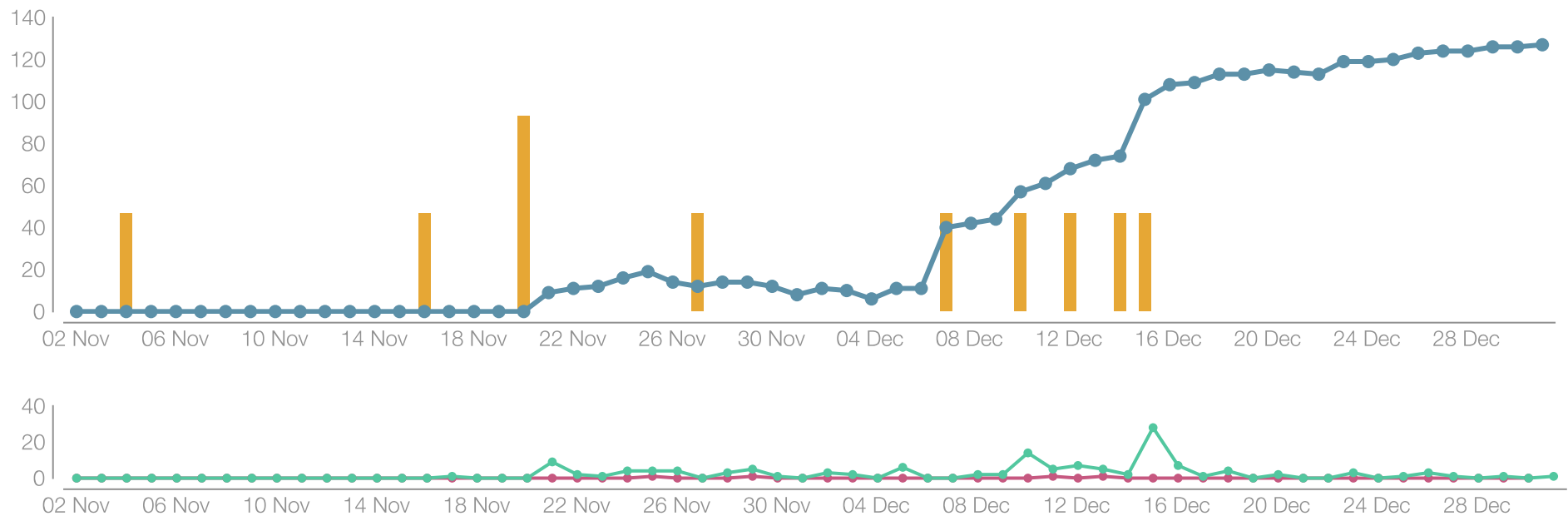
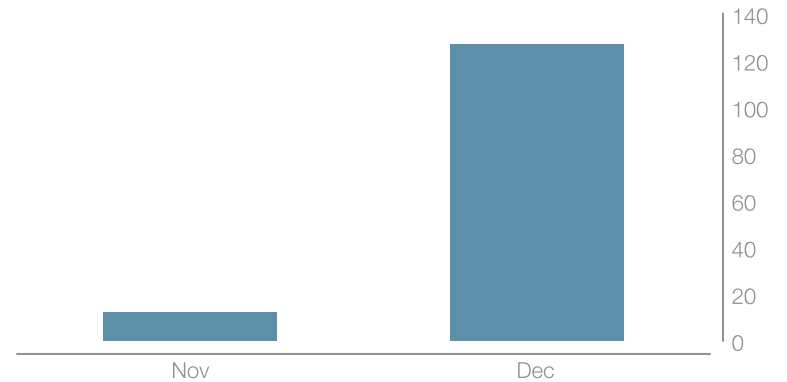
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Lost

10

+100%

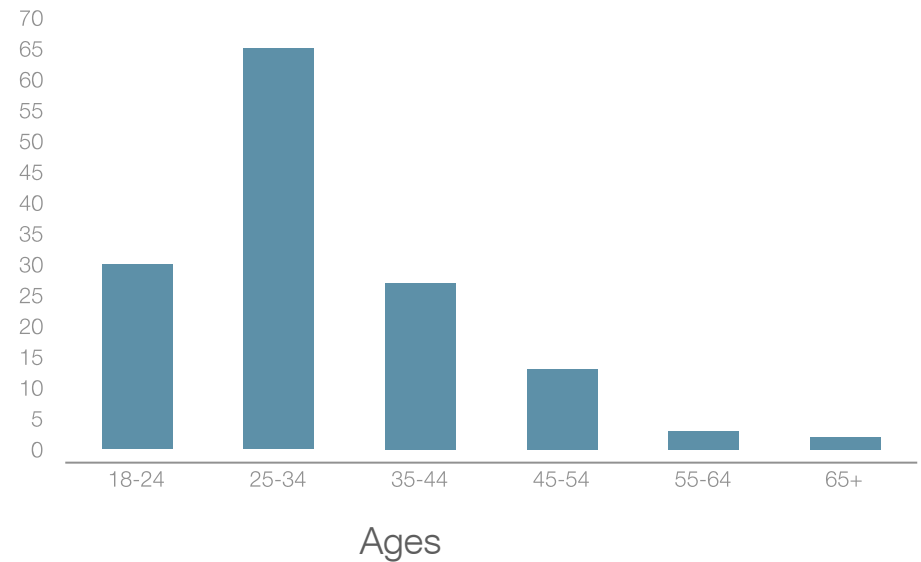
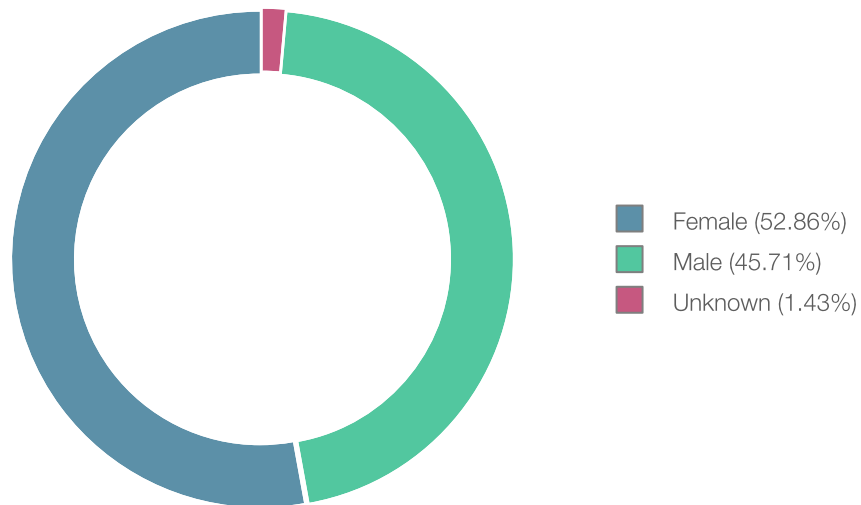
Posts



01 Nov - 31 Dec



Demographics: gender and age



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Demographics: countries and cities



Top 10 countries

Luxembourg	39	28.57%
Poland	37	27.14%
France	21	15.71%
Bangladesh	4	3.57%
Italy	4	2.86%
Belgium	2	1.43%
Germany	2	1.43%
Iraq	2	1.43%
Greece	2	1.43%
Spain	2	1.43%

Top 10 cities

Luxembourg, Luxembourg	35	25.71%
Kraków, Poland	32	22.86%
Toulouse, France	11	7.86%
Metz, France	4	2.86%
Paris, France	2	1.43%
Sylhet, Sylhet Division, Banglad...	2	1.43%
Esch-sur-Alzette, Luxembourg	2	1.43%
As Sulaymaniyah, Iraq	0	0.71%
Aba, Nigeria	0	0.71%
Puławy, Poland	0	0.71%

Reach of the page



13596

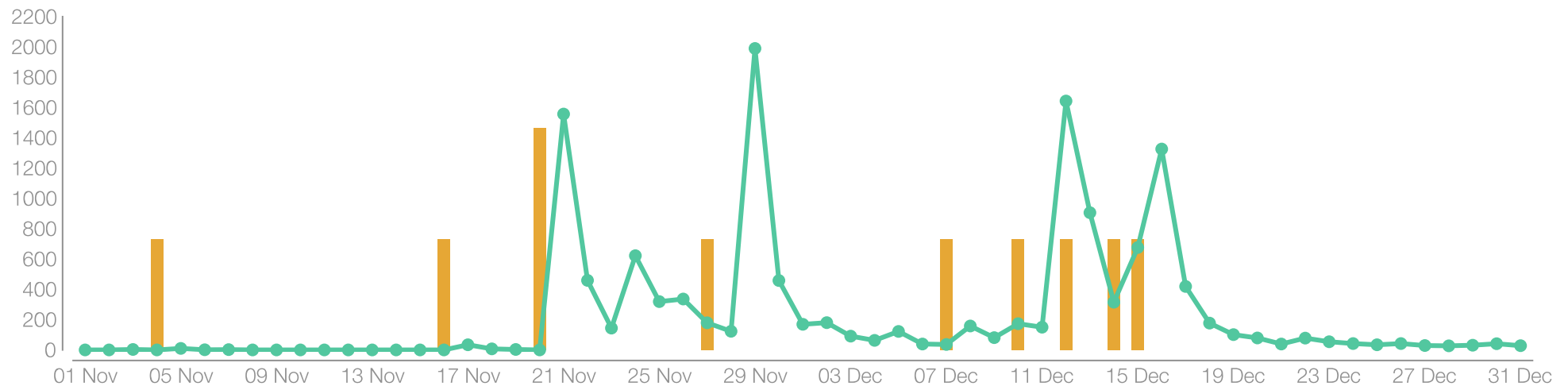
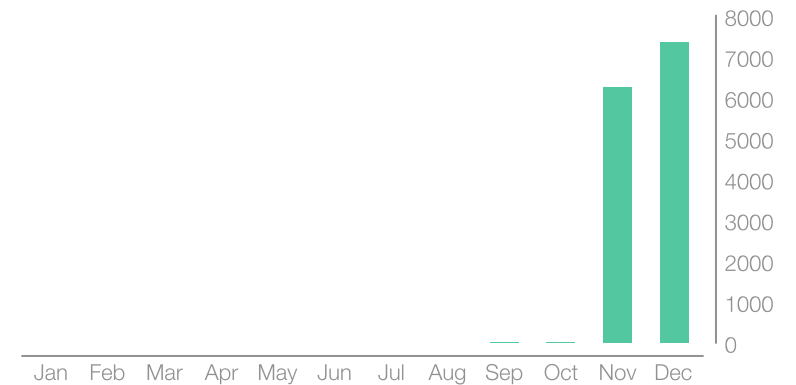
+79876.47%

Impressions

10

+100%

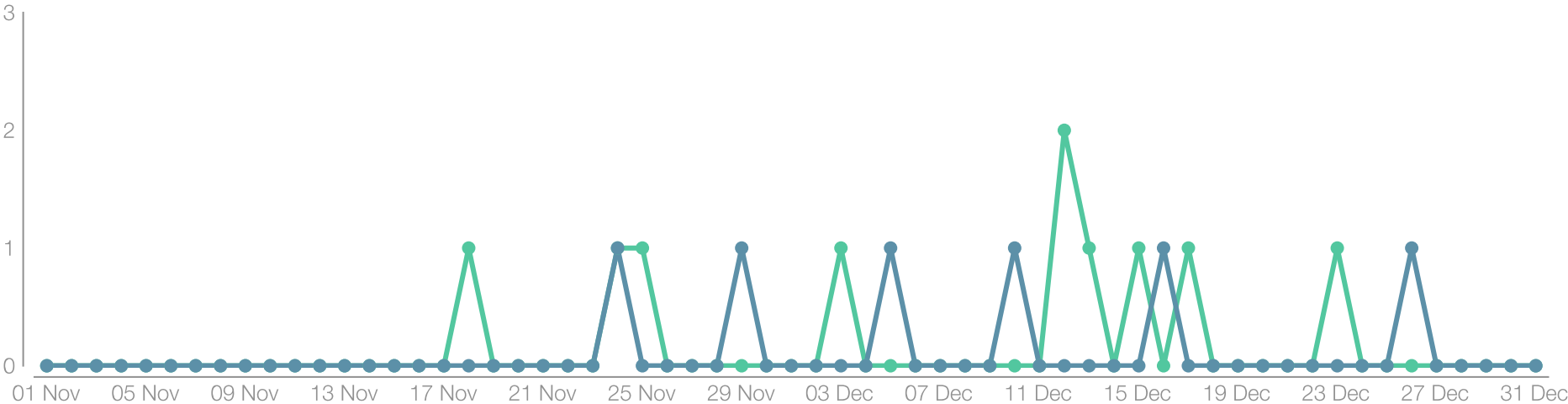
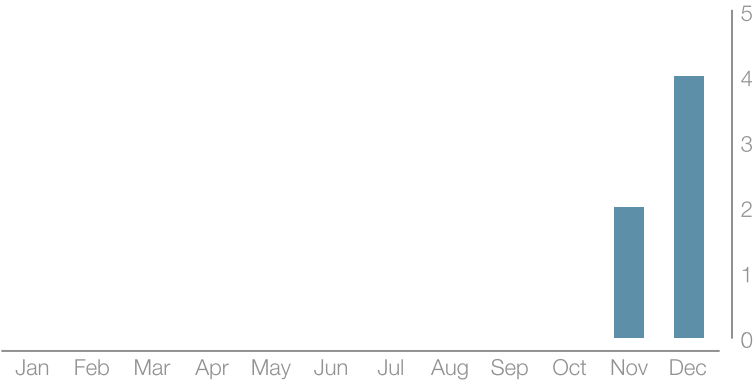
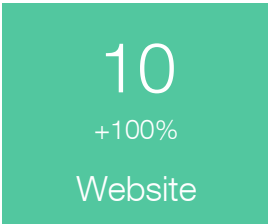
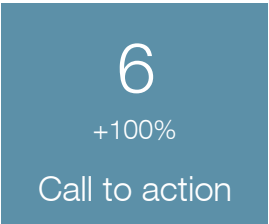
Posts



01 Nov - 31 Dec



Clicks on page



01 Nov - 31 Dec



Interactions



245

+100%

Reactions

2

+100%

Comments

19

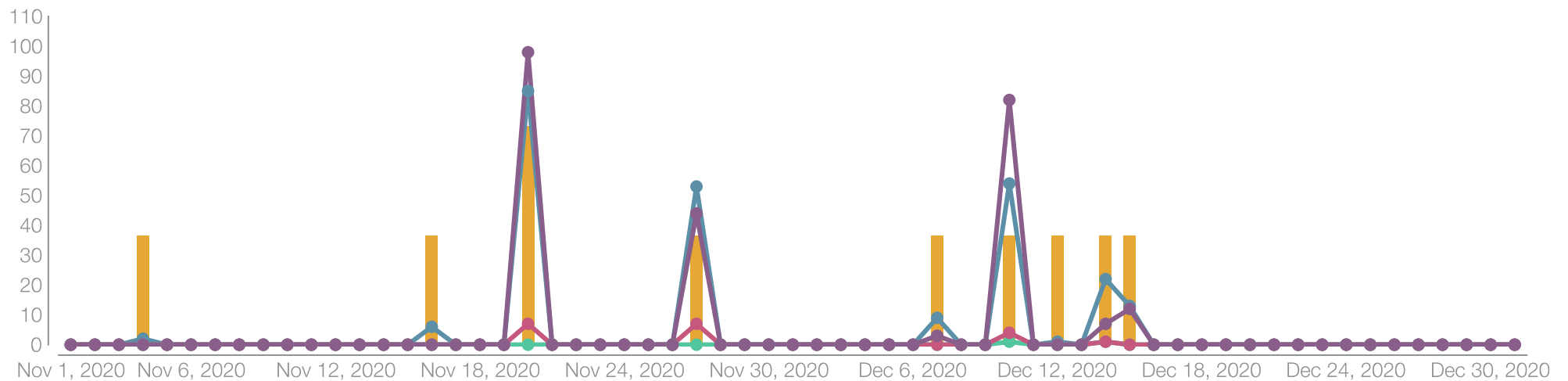
+100%

Shares

246

+100%

Clicks



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Community growth



192

+9500%

Followers

0

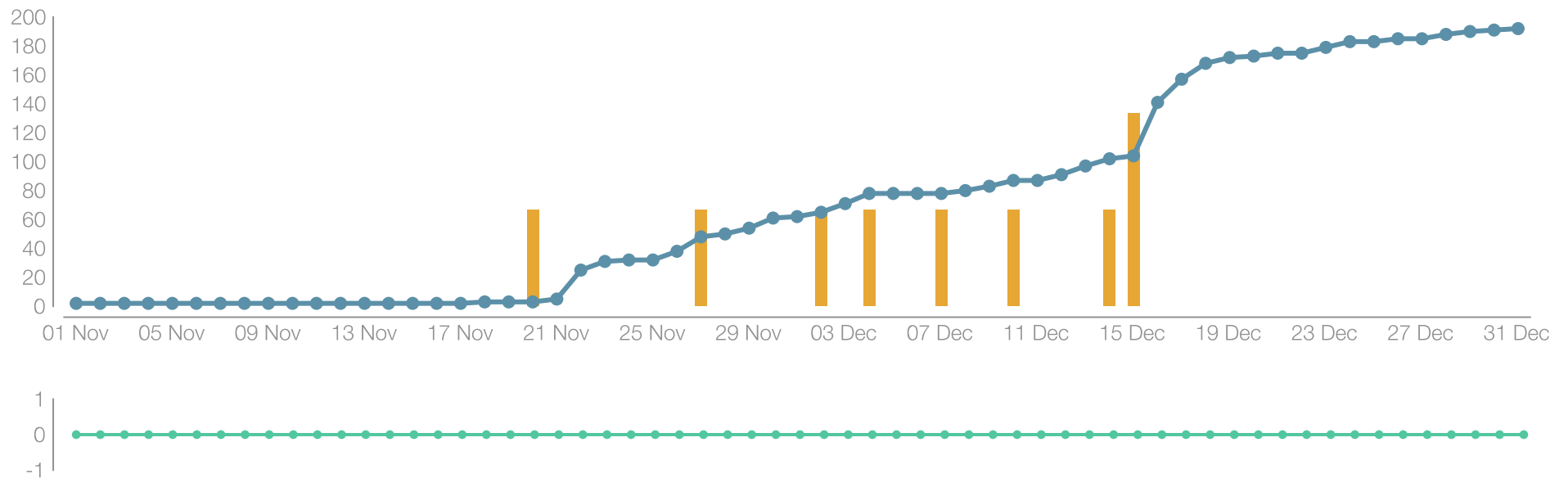
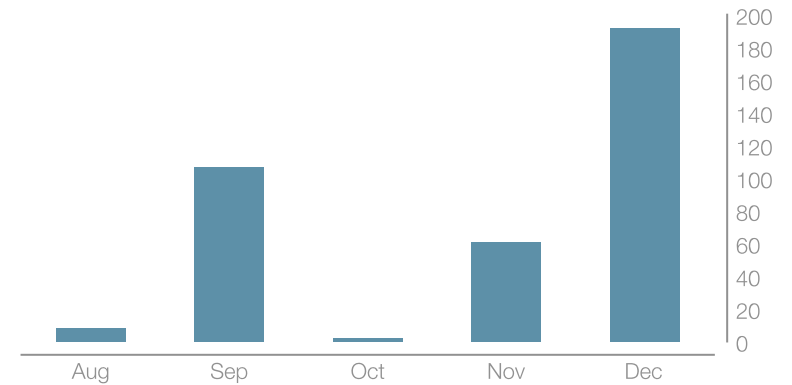
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Paid followers

9

+100%

Posts



01 Nov - 31 Dec



Reach of the page



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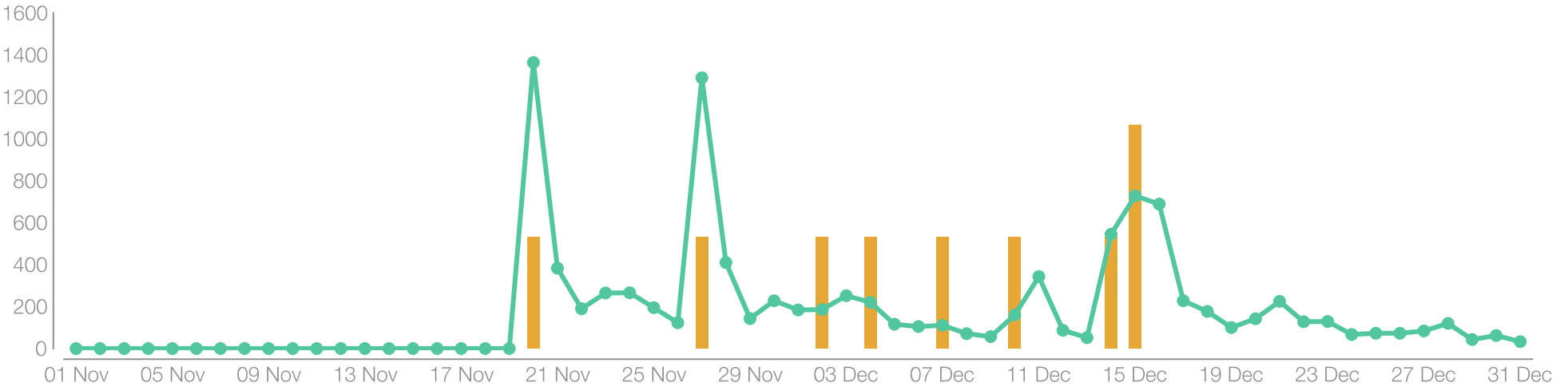
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Impressions

9

+100%

Posts



01 Nov - 31 Dec



Interactions



155

+100%

Likes

25

+100%

Comments

229

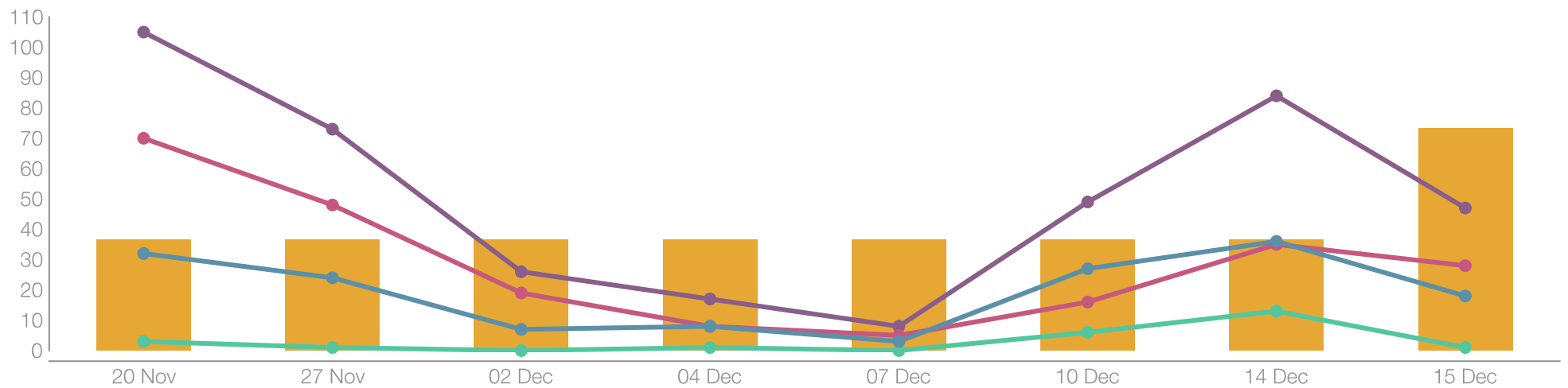
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Clicks

409

+100%

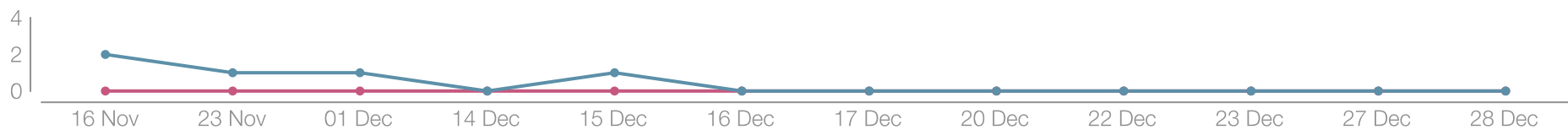
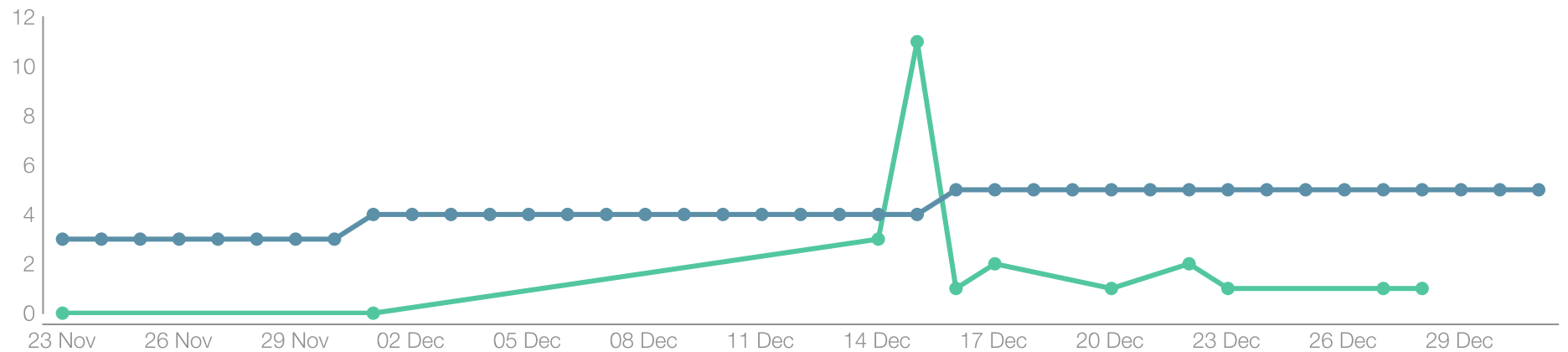
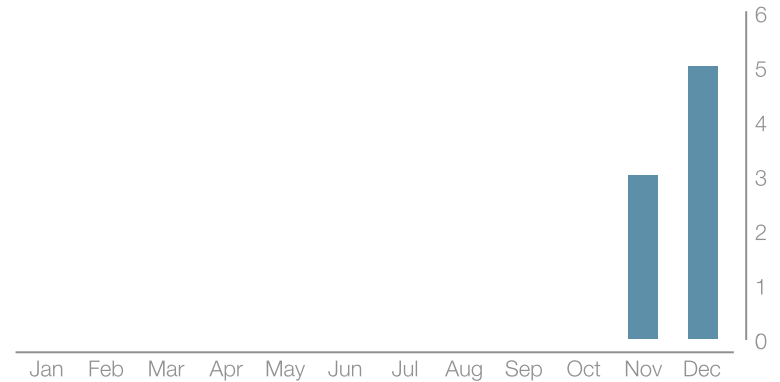
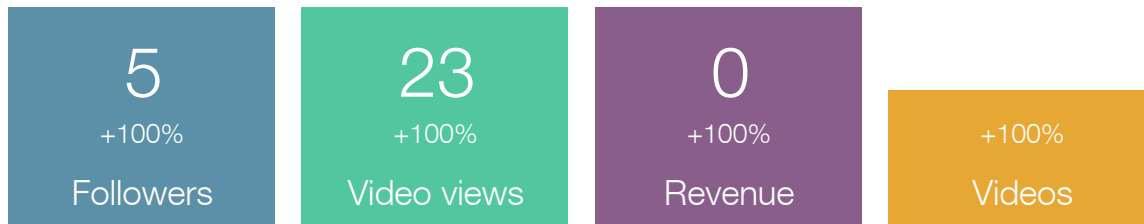
Interactions



01 Nov - 31 Dec



Community growth

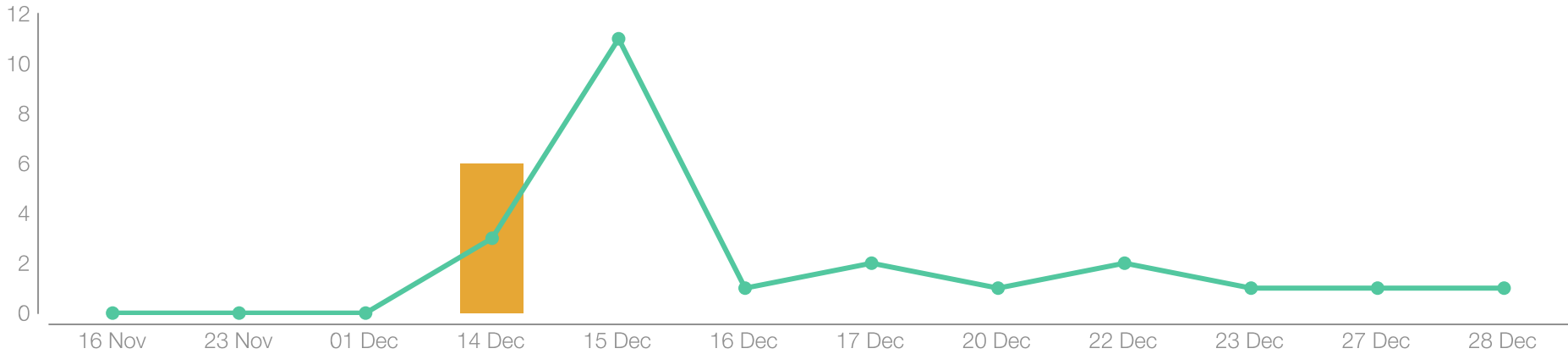
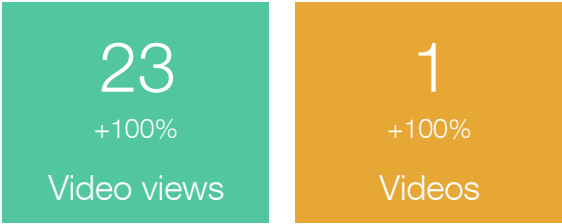


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Video views

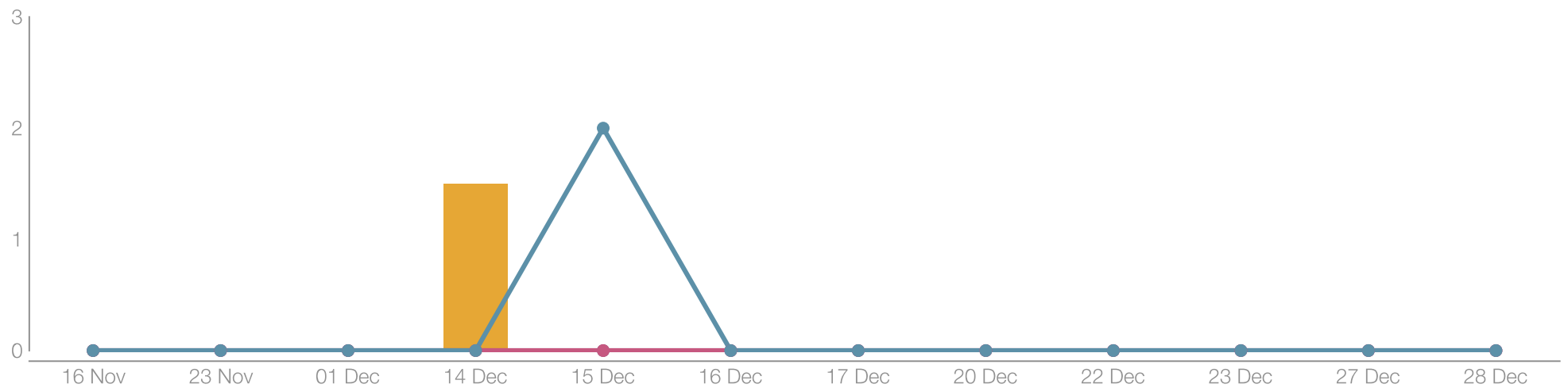
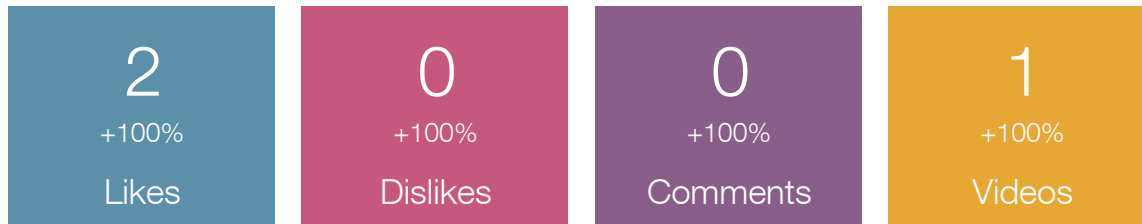
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Interactions



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