

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 7.5 Impact Assessment

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Organisation responsible for this deliverable: Uni.lu

Version: final

Dissemination level

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

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Document History

Version	Date	Author	Partner	Summary of main changes
1.0	08/03/22	Krystina Gariban	Uni.lu	
1.1	10/03/22	Hélène Gentils	UT	Minor amendments

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Dissemination and communication impact assessment

The UNIVERSEH alliance has implemented a variety of communications and dissemination activities during 2021. These activities and their impact are described hereunder.

Creation and implementation of communications platforms and instruments

The UNIVERSEH alliance has implemented and continued to develop its universeh.eu website. The website is designed as a central communication platform, the “go-to” destination for internal partners and outside audiences in search of the most up-to-date information regarding the Alliance and its activities: it is the primary landing page for UNIVERSEH. In 2021 the website has been extended notably to include information on the student and staff mobility offer of the Alliance, various events such as the launch of Beyond UNIVERSEH, student conferences, space-related activities and research projects conducted by the partners. The website also serves as a global repository for work in progress such as the course builder, the implementation of the learning management system, as well as for communications collateral designed and produced by UNIVERSEH.

By year-end 2021, the universeh.eu website had 12,000 unique users. Highest audiences were registered in France, the USA, Germany, Poland, Luxembourg, and Sweden. It is noteworthy that universeh.eu has acquired a substantial audience base in the Los Angeles area which tends to indicate a certain level of interest from the space industry located in California.

Social media channels

UNIVERSEH is now present on the following social media channels: LinkedIn, Facebook, Twitter, YouTube and Instagram with a combined follower base of 1,472. The social media channels are used to promote the academic and other activities of the Alliance.

Social media:

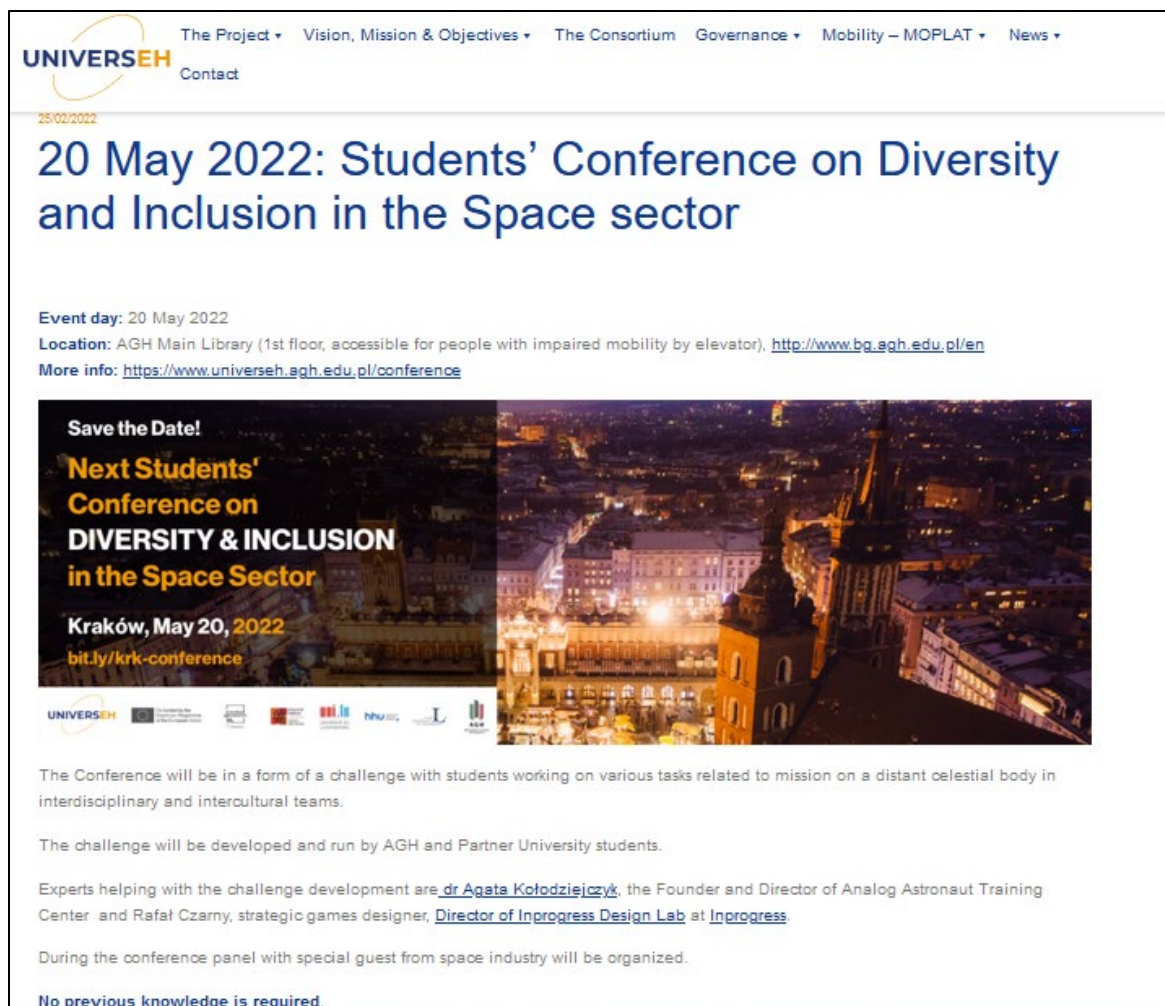
- Facebook: 371 followers ([Link](#))
- Instagram: 234 followers ([Link](#))
- Twitter: 241 followers ([Link](#))

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- LinkedIn: 565 followers ([Link](#))
- YouTube: 61 followers ([Link](#))

Multiple news were communicated through social media to the wider audience. More specifically, on 27 posts on Facebook, Twitter: 124 tweets, 25 posts on LinkedIn, 20 videos on Youtube and 8 posts together with 60 stories on Instagram account.



The Project ▾ Vision, Mission & Objectives ▾ The Consortium Governance ▾ Mobility – MOPLAT ▾ News ▾
 UNIVERSEH
 Contact

25/02/2022

20 May 2022: Students' Conference on Diversity and Inclusion in the Space sector

Event day: 20 May 2022
Location: AGH Main Library (1st floor, accessible for people with impaired mobility by elevator), <http://www.bg.agh.edu.pl/en>
More info: <https://www.universeh.agh.edu.pl/conference>

Save the Date!
Next Students' Conference on DIVERSITY & INCLUSION in the Space Sector
 Kraków, May 20, 2022
bit.ly/krk-conference

The Conference will be in a form of a challenge with students working on various tasks related to mission on a distant celestial body in interdisciplinary and intercultural teams.

The challenge will be developed and run by AGH and Partner University students.

Experts helping with the challenge development are [dr Agata Kołodziejczyk](#), the Founder and Director of Analog Astronaut Training Center and Rafał Czarny, strategic games designer, [Director of Inprogress Design Lab](#) at [Inprogress](#).

During the conference panel with special guest from space industry will be organized.

No previous knowledge is required

Example of a news published on the web site.

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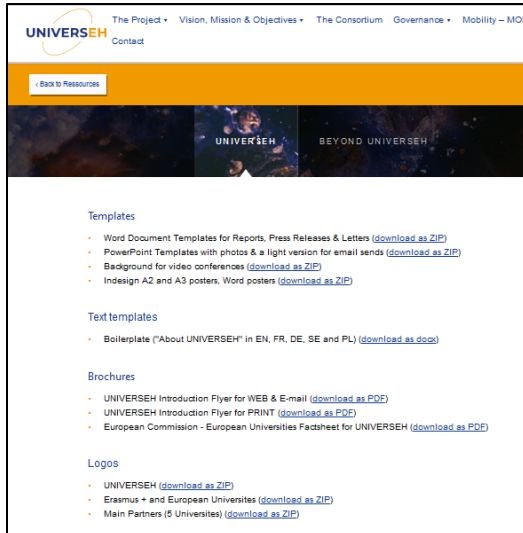


Example of a LinkedIn post.

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Collateral material

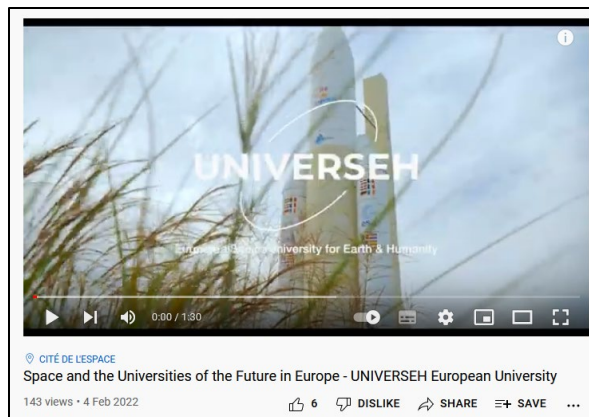


UNIVERSEH has designed and created a range of communication collateral in print and electronic format that is made available through the website platform: presentation brochure of the Alliance, PowerPoint presentation material, images, and video material.

A UNIVERSEH communication kit was created, including PowerPoint, InDesign, word etc in order to facilitate and harmonize messages and image of the communication for UNIVERSEH and Beyond UNIVERSEH projects. All partners are encouraged to use these tools in respective communications channels.

Video production

Two videos were created in order to promote the UNIVERSEH. Post-event video from Inaugural conference in Toulouse, sharing the impactful moments that took place on the event. A general video, presenting UNIVERSEH its objectives and value. The videos can be used to promote the project during different external events.



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Additionally, in the framework of WP6 (Equity, Inclusion & Diversity), videos of women working in the field of Space were produced. Available on the project's Youtube channel, these videos can help reaching a more specific target to attract more women in space studies.

Press activity

UNIVERSEH has taken advantage of major events in its corporate calendar to seek the attention of the press. 16 press articles were published during the period.

Outreach through presence and presentations at events or boards

The impact of the COVID-19 pandemic has hampered UNIVERSEH's ability to raise visibility at events organized by third parties and geared towards the space industry or the general public. Notwithstanding these limitations, a certain number of event-focused activities were deployed:

- UNIVERSEH developed 3 activities in collaboration with businesses
- 15 businesses were involved in UNIVERSEH activities, illustrating the extent of the space industry's interest in the project
- UNIVERSEH attended 6 events organized by third parties and used the platform to present itself; and UNIVERSEH participated in 2 events aimed at the general public
- Promoting multilingualism and new innovative approaches to teaching and learning, UNIVERSEH made webinars available that were viewed approx. 270 times
- 13 student-led activities were implemented in the period.
- The advisory board of UNIVERSEH has been completed, with members from large space industries, SMEs, businesses, European institutions, and the European Space Agency.

In addition to the elements listed above, partners have worked on engaging with the project's stakeholders, and beyond that, the European space community in general, resulting in UNIVERSEH receiving additional letters of support from 4 organisations, as well as initiating a partnership with ESA.

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