

## 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.*

*In Beyond UNIVERSEH, the alliance will develop the research and innovation dimension. By creating a research policy roadmap for 2035 and a vision for 2050 within the space sector, the alliance expects to notably transform the future Space and New Space research landscape, as well to enhance the links between education and research.*

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<b>CO</b>	Confidential, only for members of the consortium	

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## Document History

Version	Date	Author	Partner	Summary of main changes
1	07/07/2022	Eric Tschirhart	Uni.lu	First draft
2	03/10/2022	Mathilde Marcel	UT	Second work session (mainly on management and stakeholders issues)
3	21/11/2022	Delphie Guillaumé	UT	Third work session (mainly on communication and organisation issues)
4	20/12/2022	WP6 team and WP leaders	All partners	Inputs of all partners

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## 1- Executive Summary

Beyond UNIVERSEH is the research cornerstone for the European university alliance over the next 30 years. The project will define a long-term vision for 2050 and elaborate a research roadmap for 2035, including a single lab and research community to build bridges between research and society, to strengthen the links with the industry and to develop a model for other collaborative initiatives in Europe.

Beyond UNIVERSEH contributes to the achievement of the objectives of the European Research Area policy under the SWAFS programme. This objective complements UNIVERSEH's contribution to the European Education Area in similarly through the Erasmus+ programme.

Beyond UNIVERSEH provides the framework for the UNIVERSEH alliance partners to set up faster and effective collaboration between researchers, whatever their field of expertise and promote inter-sectoral and international collaboration in Europe. This would be achieved with better coordination between higher education institutions, the private sector and policymakers. This framework aims at enabling the increase of public and private investment in favour of research projects within Beyond UNIVERSEH and promote an accessible, inclusive and open world of research.

Beyond this work, to develop a more integrated research policy, the alliance will formulate policy recommendations, together with the offer European University alliances, as well as disseminating successful outcomes. Successful projects submitted for European funding involving partners of the alliance will be monitored as success indicators of the Beyond UNIVERSEH project, as well as policy recommendations linked to barriers or obstacles identified will also be considered as success indicators to be followed and monitored.

This document serves as a first plan of a comprehensive dissemination strategy for the Beyond UNIVERSEH project. It has been presented and approved by the work packages leaders. It was developed to ensure an efficient impact of the project through the identification of our messages and targeted audiences and dissemination activities. It includes the identification of target groups for distribution of high-level education information, as well as of tools and processes to successfully reach these target groups. This dissemination plan will not address societal communication and dissemination, which is covered in the dedicated WP5.

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## 2- Main objectives

### 2.1 Dissemination objectives:

- Establish the presence of Beyond UNIVERSEH in the space-related research ecosystem, under the European Research area framework
- Achieve impact by sharing knowledge and research from the alliance to other higher education and research institutions in Europe and beyond
- Create a single research community and promote inter-sectoral research
- Reduce the gap in communication and knowledge between policy sectors and higher educational institutional partners in European Universities alliances
- Disseminate knowledge, educational and research findings appropriately with relevant stakeholders such as public decision makers
- Analyse the impact of our dissemination strategy
- Commit to open access and open data and share Beyond UNIVERSEH's best practices
- Raise awareness of the project and on the project's linked issues

### 2.2 Functional objectives:

- Create reciprocal channels of communications with the society, identifying target audiences depending on our messages
- Develop simple messages, models and templates adapted to each specific context and targeted population
- Engage with stakeholders
- Encourage the creation of multi-stakeholder consortia to elaborate joint applications
- Contribute to the elaboration of a common EU research platform
- Evaluate the project's communication and dissemination processes
- Share results as widely as possible

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### 3- Consortium organisation and working processes

The main goal of Beyond UNIVERSEH WP6 is to coordinate internal and external communication as well as dissemination activities related to any project's work packages. It implies interdependencies between the different work packages that need to be mapped and integrated in the work. Within this framework the working processes need to be addressed as followed.

From a **general** view, WP6 will:

- Permit a smooth communication flow and exchanges between all partners
- Support Beyond UNIVERSEH WP1 in establishing practices for an efficient internal communication and dissemination within the project's consortium
- Support all Beyond UNIVERSEH Work Packages to highlight their work and promote all kind of events
- Help establishing an active dialogue between European citizens and researchers

From a **functional** view:

- WP6 relies on UNIVERSEH's main communication channels and tools to ensure an efficient dissemination and complete Beyond UNIVERSEH's dynamic
- WP6 is represented in the steering committee sessions in order to ensure an efficient information exchanges
- WP6 supports WP1 in establishing practices for an effective internal communication within the consortium and all partners institutions
- WP6 provides templates and documents to be issued by all consortium partners in order to standardize the Beyond UNIVERSEH's dissemination a communication. The documents are accessible online, on the project's website, with a password communicated to all partners
- WP6 shall support WP1-5 activities by communicating on project's progresses, events or milestones that could be relevant to specific targets or general public
- WP6 members from the respective alliance partners are liaising on a regular basis with their respective universities
- WP1-5 shall provide information to WP6 leader(s) so that content communication could be done through adapted channels

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## 4- Dissemination strategy

Beyond UNIVERSEH aims at addressing dedicated messages to all its target audiences: present and potential students, alliance staff, other universities and their networks, national and international administrations, diverse policymakers, industrial companies, NGOs and society in general.

Thus, the dissemination strategy is structured according to these messages, target groups, roadmap and activities.

### 4.1 Our messages

The Beyond UNIVERSEH dissemination strategy will always reflect and serve the general ambition of the project: boost the cooperation between the science domain, society and the private sector and the elaboration of a long-term vision. This statement can be structured in four objectives:

- Achieve impact by sharing knowledge and research from the alliance to other higher education and research institutions in Europe and beyond;
- Reduce the gap in communication and knowledge between policy sectors and higher education institutional partners of European Universities alliances;
- Disseminate knowledge, educational and research findings appropriately with relevant stakeholders such as governmental and public decision makers;
- Structure collaboration at the European level, among pilot alliances

These communication objectives are reflected in clear messages that the alliance intends to deliver to our audience:

- Position the Beyond UNIVERSEH alliance as a single-lab and role model among its peers
- Promote collaboration between civil society stakeholders, researchers, academics and the private sector
- These multi-stakeholder partnerships are an innovation driver for a competitive European research and industrial sectors
- Convey the European Commission's structuring messages on open science, gender equality in research, etc.

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## 4.2 Target audiences

Beyond UNIVERSEH focuses on specific groups in order to achieve its intended impacts. These groups are:

- a. Researchers, Staff, teachers, and students of each alliance member;
- b. Higher Education Institutions, in particular, but not limited to European Universities alliances;
- c. Stakeholders of the space domain, in particular, but not limited to, supporting organisations and Advisory Board members;
- d. Policy makers: local, regional, national and European authorities, as appropriate.

### 4.2.a. Beyond UNIVERSEH academic community

Beyond UNIVERSEH will contribute to its academic community. Researchers, staff, teachers and students of each Beyond UNIVERSEH partners will beneficiate of the projects and its results. In that sense, this community must develop a sense of belonging.

Awareness-raising activities for the Beyond UNIVERSEH project will be developed and organised in each alliance partner.

### 4.2.b. European academic community

Beyond UNIVERSEH bears unique characteristics: it is a common effort in changing teaching and learning environments, within a specific thematic, space. Exploring joint structures across the European Universities on technical activities common to all 'European Universities', facilitating collaboration in activities, obstacles is a key element. Organizational solutions could be common to all alliances, as well as clustering activities to share best practices on research, innovation and societal impact, including stakeholders and policy makers.

Achieve impact by sharing knowledge and research from the alliance to other higher education and research.

### 4.2.c. UNIVERSEH alliance stakeholders

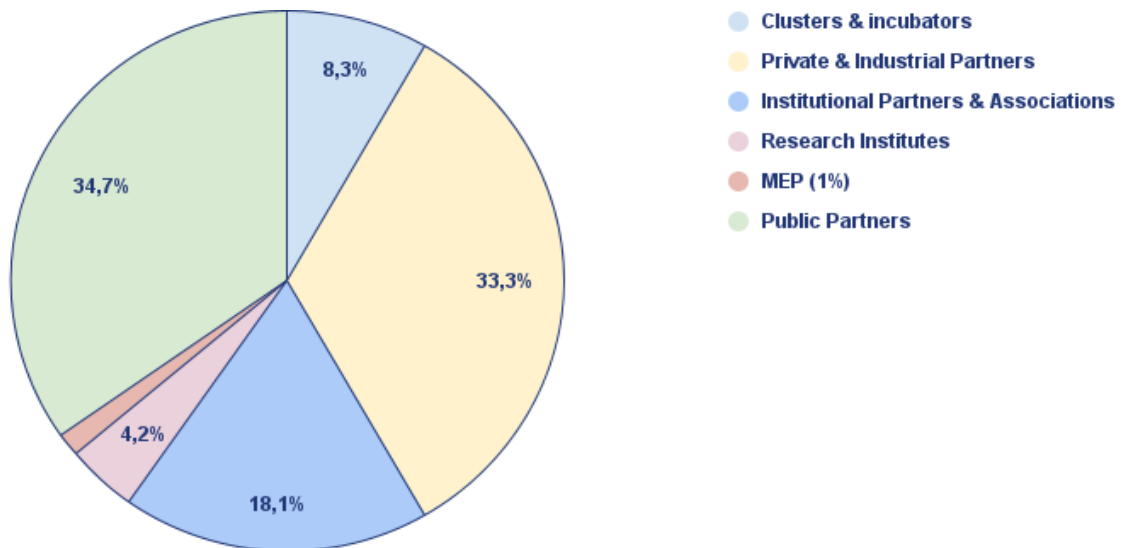
The UNIVERSEH alliance is supported by a diverse network of 74 stakeholders from the European space ecosystem.

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This network is facilitated by the UNIVERSEH office team, in particular by the Stakeholder network facilitator. It is structured in working groups around the core missions and issues of both UNIVERSEH and Beyond UNIVERSEH projects.

One of the working group, *Space for All*, aims to broaden the scope of UNIVERSEH by contributing to dissemination events and promotion of the space sector. In this way it is possible to spread our messages beyond our actual stakeholders and to make ourselves known to new institutions.

The Advisory Board is a Governance body which oversees both projects and ensures a good liaison with the stakeholders. Its role is also to ensure that stakeholders are actively involved in the project implementation.

#### 4.2.d. Policy makers

Towards policymakers, Beyond UNIVERSEH aims at communicating innovation and outreach

##### Regional:

- For the University of Toulouse, the regional policy makers are: [Toulouse Métropole](#), [Région Occitanie](#)
- For the University of Luxembourg, the regional policy makers are: [Government of Luxembourg](#)
- For the Luleå University Technology (LTU) of Sweden, the regional policy makers are:

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Region Norrbotten

- For the AGH University of Science and Technology, the regional policy makers are: Malopolska Region
- For the Heinrich Heine University, the regional policy makers are: Landtag Nordrhein Westfalen, Stadt Düsseldorf

**National:**

- For the University of Toulouse, the national policy makers are: French Ministry of Higher Education and Research, French Ministry for Foreign Affairs MEAE, Permanent Representation of France to the European Union
- For the University of Luxembourg, the national policy makers are: The Ministry of Higher Education and Research (MESR) and Government of Luxembourg
- For the Luleå University Technology (LTU) of Sweden, the national policy makers are: Ministry of Education and Research
- For the AGH University of Science and Technology, the national policy makers are: Ministry of Education and Science, Sejm of the Republic of Poland
- For the HHU Heinrich Heine University, the national policy makers are: Federal Ministry for Economic Affairs and Climate Action of Germany (BMWK), Federal Ministry of Education and Research, Permanent Representation of the Federal Republic of Germany to the European Union.

**European:**

- European Commission
- EIT
- European Council
- European Parliament
- Representation of the different alliance countries within the European Union

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### 4.3 Communication activities and roadmap

Science space is a popular field of science fascinating a large part of the general public. Beyond UNIVERSEH gives the opportunity to bring not only space science and citizens closer together but also academic space science and citizens. This project makes it possible to see citizens not only as targets, but also as actors.

The communication activities will also make it possible to reach academic and economic stakeholders and the public authorities in a broader way than through the planned dissemination activities. The aim is to inform them about the general concept of Beyond UNIVERSEH and its main achievements.

Beyond UNIVERSEH will implement different communication activities, to reach multiple target groups. WP4 focuses on the industry and economical sector while the activities planned for WP5 will target the general public. All activities will be supported by the general dissemination strategy described in WP6.

## 5- Communication tools and channels

In terms of communication tools, UNIVERSEH's website, and social media accounts will be the main instruments of diffusion to reach the diverse targeted audiences.

UNIVERSEH's visual identity will be preserved for this complementary project. Thus, the alliance would be able to communicate to an already acquired target.

### 5.1 The website

[The website](#) was launched on the 19<sup>th</sup> of November 2020 and its main objective is to support the project's implementation by ensuring its visibility.

Publishing information in lay language for the general public to engage into the project and take ownership of it is one of the website's strategy goals.

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## 5.2 Social media accounts

Beyond UNIVERSEH alliance will use UNIVERSEH social media accounts to promote the project, highlight the milestones, and WPs progresses.

Here is the list of the social media accounts:

- [LinkedIn](#)
- [Twitter](#)
- [Instagram](#)
- [Facebook](#)
- [Youtube](#)

## 5.3 The newsletter

Set up in the framework of the UNIVERSEH project and targeted toward a mostly internal audience, the Alliance's newsletter will allow to highlight the flagship actions and the actors of Beyond UNIVERSEH.

## 6- Work packages' action points

WP reference	Communicated message	Target audience	Channels and tools
<b>WP2:</b> <b>UNIVERSEH research roadmap for 2035 &amp; vision for 2050</b>	The Beyond UNIVERSEH roadmap is finalized and its core aspects are presented and priorities and implications are explained	All – institutions, policymakers, research institutions, general public, companies in the space sector	Press conference, press release; follow-up interviews to be pitched with science press
			Develop PR, press kit, presentation
			Website – feed with documentation - social media channels
		Other universities networks	ForEU2 groups
		Internal audiences	UNIVERSEH newsletter
			Identify and activate “ambassadors” internally to engage the internal audiences

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			(prominent researchers who are involved in the project and can represent its importance in a knowledgeable way).  <i>Note: in order not to add additional activities to the WP, ambassadors can make presentations during in person meetings</i>
		Interested public	Follow-up with conference sessions, astronaut talks & (Carlo Rovelli type)  <i>Note: These actions need to be feasible in terms of time and available budget</i>
<b>WP3:</b> <b>Towards a UNIVERSEH single lab &amp; research community</b>	The “common lab” concept is defined and announced, potentially as distributed infrastructure	All – institutions, policymakers, research institutions, general public	Press conference; press release; follow-up interviews to be pitched with science press.
		Internal audience	UNIVERSEH newsletter  Activate “ambassadors” internally to engage the internal audiences (prominent researchers who are involved in the project and can represent its importance in a knowledgeable way). Present strengths, focus points, case studies etc.  <i>Note: in order not to add additional activities to the WP, ambassadors</i>

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			<i>can make presentations during in person meetings</i>
<b>WP4:</b>  <b>UNIVERSEH knowledge transfer and innovation strategy</b>	Knowledge transfer and innovation concept Map what is available within the alliance Make sure that everyone is aware and “got the memo”	Internal audience including the Advisory board	UNIVERSEH newsletter  Activate “ambassadors” internally to engage the internal audiences (prominent researchers who are involved in the project and can represent its importance in a knowledgeable way). Present strengths, focus points, case studies etc.  <i>Note: in order not to add additional activities to the WP, ambassadors can make presentations during in person meetings</i>
	Outreach activities of the Knowledge & Technology Transfer offices		Support through communication training and documentation
<b>WP5:</b>  <b>UNIVERSEH outside the lab with and for society</b>	Map Science communication existing efforts to educate scientists and researchers in science communication practices	Purely internal audience of researchers and scientists at the alliance partners	Possibly share resources and best practices, courses from alliance partners
	Citizen science	Public audience	Invite ideas; Conferences; Prizes; Contests Define specific topics to focus on Make sure to fully communicate on the European dimension of the project. Use of the website platform and social medias

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## 7. Expected impact and project's assessment

### 7.1 Expected impact

Through Beyond UNIVERSEH, the alliance aims to define the conditions for the establishment of an integrated, international, multidisciplinary research network capable of responding to the economic and social challenges in the space domain.

### 7.2 Potential impact's barriers

One of the objectives of Beyond UNIVERSEH is to do a comprehensive analysis of the obstacles to the establishment of an integrated research community.

For the creation of a "single lab" we have identified the following barriers:

- administrative barriers (e.g. not all research structures have the same functional organisation in terms of countries and structures);
- methodological barriers (e.g. the research methodologies may differ according to research domain and the countries covered by the various laboratories involved in the project) financial barriers (e.g. setting up a "single lab" implies the pooling of funding, but not all laboratories have the same financial resources);
- legal barriers;
- cultural barriers (e.g. regarding collaboration with the private sector).

One of the aims of the project will be to define more in-depth these obstacles and provide solutions to overcome them, both within the consortium and the policy makers level.

### 7.3 Impact assessment

The WP6 goal is also to assess the impact of the project and of its communication and dissemination through data. This would allow the consortium to evaluate the effectiveness and efficiency of activities that have been carried out.

This impact assessment can be done thanks to measurable aspects such as social medias analytics, website data, press coverage, or event outcomes.

Therefore, WP6 will collect, analyse and provide indicators as well as key figures for the alliance to manage the project and related actions. Statistics will be compiled and sent in order to create a dashboard for Beyond UNIVERSEH to be efficiently steered.

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