

## 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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## Dissemination level

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

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<b>V2</b>	13/03/2023	Hélène GENTILS Delphie GUILLAUME	UT	Minor corrections

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## Introduction

Beyond UNIVERSEH is the research pillar of the European Space University for Earth and Humanity. The central objective of the project is to determine the basis of what will be the UNIVERSEH research policy and community by 2035-2050.

Therefore, the dissemination activities developed in the framework of Beyond UNIVERSEH appear essential, both at the internal and local levels, but also at the European level, as they allow us to give visibility to our EU research actions to our peers, stakeholders, policy makers and more generally to society as a whole.

More specifically, the Beyond UNIVERSEH dissemination plan defined the following 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.

### 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

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- Share results as widely as possible

It is important to note that Beyond UNIVERSEH activities take place within the general framework of building our European university. Therefore, some of the Beyond UNIVERSEH dissemination actions are closely linked to the dissemination actions implemented in the framework of the UNIVERSEH project.

The activities listed below are to be linked to the Beyond UNIVERSEH project as they enhance the value of the research or the researchers around UNIVERSEH.

## 1- List of communication and dissemination activities carried out

### 1.1 Development of communication materials

To keep a coherence in our general communication around our European University but also to avoid multiplication of communication channels, all communication tools, except the Beyond UNIVERSEH communication kit, are common with the UNIVERSEH ones.

- **Beyond UNIVERSEH communication kit**

Like UNIVERSEH a communication kit was created for Beyond UNIVERSEH, based on the same graphic charter used for the education component. The Beyond UNIVERSEH communication kit is composed as follows:

- Beyond UNIVERSEH Logo
- Word documents templates for reports and press releases
- Word documents templates for letters
- Powerpoint template with photos & a light version for emails sends
- Indesign A2 and 13 posters, word posters.

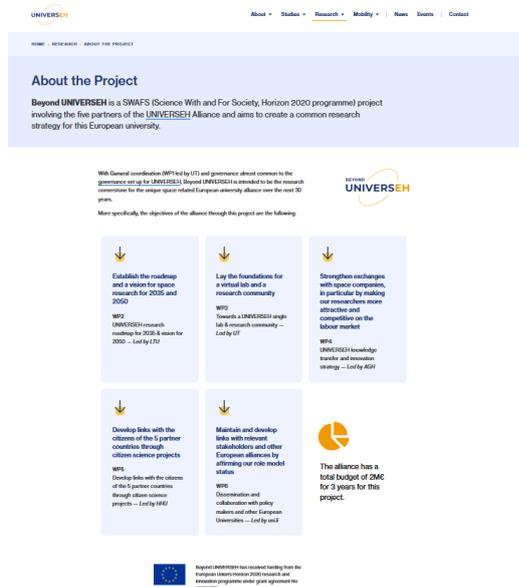
The Beyond UNIVERSEH kit is available to all partners in the resources section of the UNIVERSEH website.

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- UNIVERSEH Website :



Beyond UNIVERSEH has a [dedicated subpage](#) on the UNIVERSEH website where all the main information about the project can be found (description of the project, of the WPs, of the governance and of the vision mission and objective of the project).

It is also on the website that all Beyond UNIVERSEH public deliverables are posted in open access.

In addition, the news section of the website also highlights the studies of the Alliance's researchers.

The UNIVERSEH website had 22k unique users in 2 years and half of existence including 5.6K in the last six months. The number of page views on the entire site of UNIVERSEH reach 43,000 views per year including 3609 views per month (measured

over the past 6 months).

- UNIVERSEH Social media

The UNIVERSEH alliance uses five social media:

- Facebook/ [UNIVERSEH](#)
- Instagram/ [universeh.eu](#)
- LinkedIn/ [UNIVERSEH European University](#)
- Twitter/ [@universeh.eu](#)

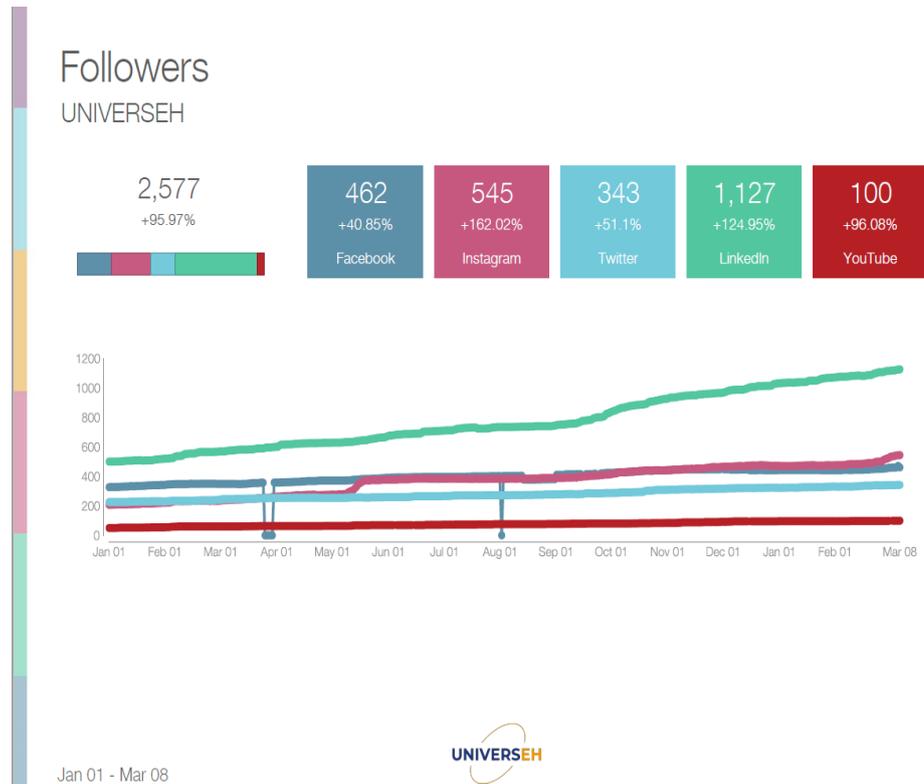
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- YouTube/ [@universeheuropeanuniversity](https://www.youtube.com/@universeheuropeanuniversity)

The social media analytics below show a net increase in the number of followers over the past year (+95,97%).



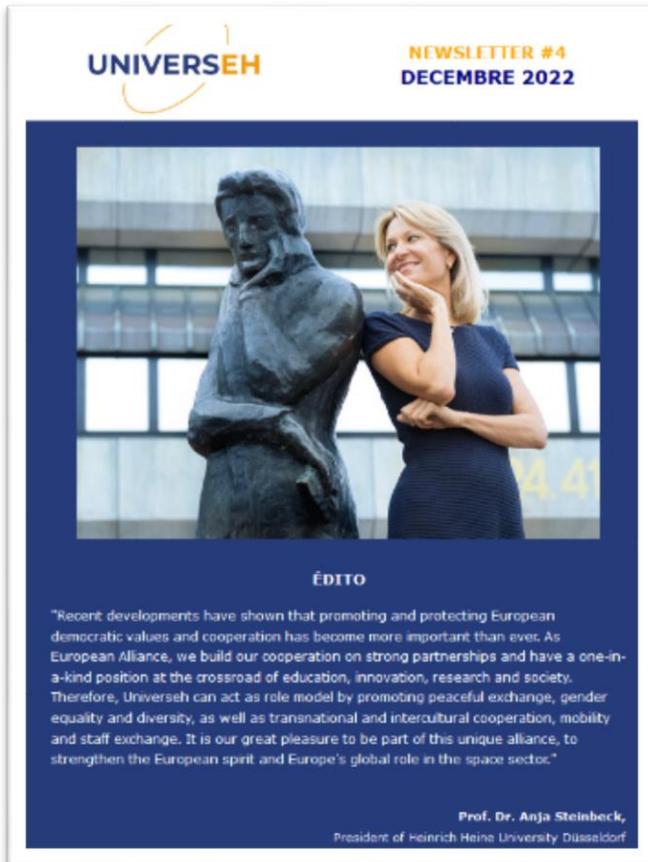
In addition to the UNIVERSEH social media, the social networks of partner universities also promote UNIVERSEH and Beyond UNIVERSEH activities.

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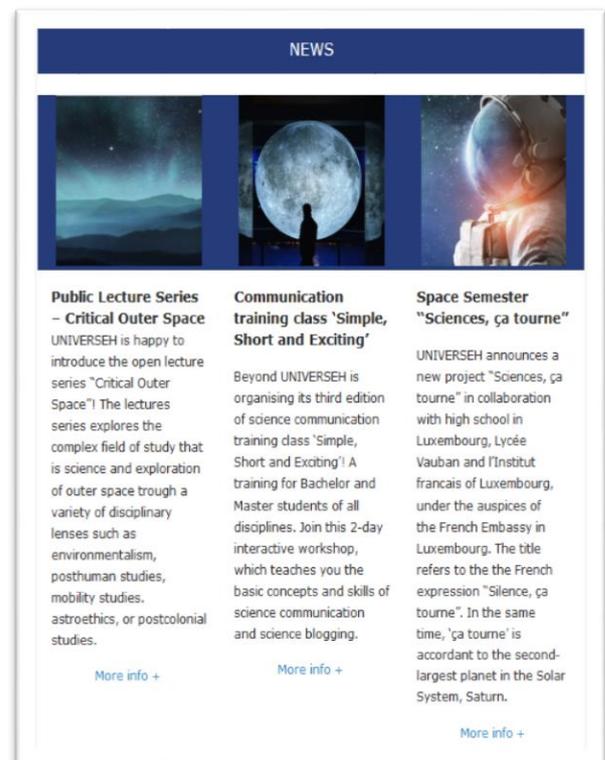
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- UNIVERSEH Newsletter



The Alliance has set up a UNIVERSEH newsletter. The first one was published in February 2022. To date 4 newsletters have been published (February, May, July, December). The UNIVERSEH newsletter has an internal audience and counts today more than 80 recipients.



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## 1.2 Events with and for Society: Lectures, conferences and other science communication events

Within the framework of these events, the Alliance opened the doors of its European university in general and of its research in particular to the general public. Through these actions, the populations of the different cities of the partner institutions, which are a priori distant from our subjects, were able to learn more about the European university initiative and the Beyond UNIVERSEH action in particular.

- Space Day, 11th May 2022, Heinrich Heine University, Düsseldorf

This science communication event, which took place on the HHU campus, was an opportunity to make UNIVERSEH scientific activities known to the general public. During this event, UNIVERSEH researchers and students popularised their work in workshops and talks (You too can become an Innovation for Space! Dictionary of Space Concept, Fascination Space - Talks about Space Science) where they could exchange with the public.

- Student conference «European cooperation, a vector of progress in the space field», 12<sup>th</sup> May 2022, ISAE-SUPAERO (UT), Toulouse

This event took place within the framework of the “Europe Week” organised by Toulouse Métropole. It was entirely organised by Toulouse UNIVERSEH students. The aim of this conference was to propose to the Toulouse student community a presentation of the European University for Space and Humanity but also to have experts from the space sector intervene on the theme of European cooperation in the space field.

- Pop-Up stand, 25<sup>th</sup> May 2022, Heinrich Heine University, Düsseldorf

To promote UNIVERSEH activities to HHU students, an information stand on the project was set up where the HHU UNIVERSEH team presented our university to hundreds of students.

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- Public lecture series „Outer Space Studies “at University Toulouse Jean Jaurès (UT) and Heinrich Heine University

This action was carried out in collaboration with the professors involved in the creation of UNIVERSEH courses and in support of the WP3 UNIVERSEH "Interdisciplinary and crosssectoral Curricula". These open lectures were offered in parallel to the courses on the same theme for students of humanities and social sciences.

This lecture series gave participants the unique opportunity to engage with leading scholars and scientists from diverse disciplinary backgrounds to explore the ethics and cultural discourses that surround the exploration of human space. The guest lecturers came from fields such as environmentalism, posthuman studies, mobility studies, astroethics, or postcolonial studies.



- European Research Night, 30<sup>th</sup> September 2022, Cité de l'espace, Toulouse

UNIVERSEH participated in the European flagship action of science for and with society by taking part in the European night of researchers. The event was organised by the University of Toulouse and took place at the Cité de l'espace in Toulouse, a centre for scientific culture oriented towards space and the conquest of space. During this event, which gathered more than 3000 participants, the videos produced within the framework of the UNIVERSEH project highlighting the Alliance's women scientists were broadcasted.

- Let's talk about Space HHU, 29th November 2022, Heinrich Heine University, Düsseldorf

The objective of this science communication event was to pass on UNIVERSEH's enthusiasm for space to the broader public and promote the exchange of ideas between citizens, scientists, and students. Scientists from UNIVERSEH institutions were invited to speak of their research projects and careers in space science using the pecha kucha format (short presentations of 20 slides, each 20 seconds long).

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Erasmus+



- Student conference on the future of satellite constellations (challenges and prospects), 17th January 2023, ISAE-SUPAERO, Toulouse

Second conference organised by UNIVERSEH students and aimed at the Toulouse student community as a whole and not just the UNIVERSEH student community. This event featured several experts who exchanged views with the students present.

- Conference on “Sustainability and Space Sector”, University Toulouse Jean Jaurès (UTII-UT) 7<sup>th</sup> February 2023

This action took place in the framework of multidisciplinary conferences cycle organised for the UNIVERSEH project. The aim of this conference cycle was to attract more students of humanities and social sciences to join our university.

The last conference was open to the general public and was therefore organised in cooperation with the actors of WP5 "Beyond UNIVERSEH with and for Society". The lecture was given by one of our stakeholders sitting on the Advisory Board Mr. Kévin Ramirez, Space/Earth observation manager at EIT-Climate KIC.

### 1.3 Dissemination actions toward the UNIVERSEH's stakeholder community

- Kick-off meeting 4<sup>th</sup> October 2021, Cité de l'espace, Toulouse

The kick-off meeting marked the first major face-to-face action for Alliance members. This event brought together more than 200 people representing the academic world and most of our stakeholders. During this event, round tables were proposed on different themes:

“Employability and future skills: the role of SMEs and corporations in UNIVERSEH”,

- “Future skills in Europe in the space sector”,
- “How can stakeholders and UNIVERSEH benefit from each other”,
- and “Ensuring equal access to all students to a high-quality education”

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This event had a strong impact among stakeholders and more globally some major players of the European Space Environment, especially thanks to the very high level of representatives among invited people: Christophe Grudler from the European Parliament, Géraldine Naja (remotely) Director at the European Space Agency, several representatives from national space agencies, and many other participants from AIRBUS, Thales-Alenia-Space, the European Investment Fund, etc.

- Asteroid day, 30 June 2022, Asteroid Foundation, Luxembourg

UNIVERSEH, through the UNIVERSEH coordinator for Luxembourg Eric TSCHIRHART, took part at Asteroid Day 2022 where the experts exchanged in panel discussions centred around the topics of space resources and how we should use them, and the methods for utilizing and exploring space in a sustainable way.

- The International Astronautical Congress (IAC 2022) 18-22 September 2022, Paris

On 18-22 September, the UNIVERSEH Alliance attended the 73rd International Astronautical Congress (IAC) in Paris. This was a major event for the alliance as all partners were represented in the UNIVERSEH delegation.

Hosted by the CNES, this edition gathered 9,300 delegates from 110 countries, with 50 exhibitors on more than 8,000 sqm and more than 3,000 papers presented.

Among them, the students and pioneers of the alliance had the honour to present their work to the international Space community.

On its booth the Alliance welcomed many visitors and among them potential next students or stakeholders.

The IAC was also the opportunity for the alliance to connect with its vast stakeholder network in a convivial breakfast of constructive discussions on the challenges and next steps of UNIVERSEH.

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- The EU Space week, 6<sup>th</sup> October 2022, EU Agency for the Space programme, Prague

UNIVERSEH Coordinator Emmanuel Zenou represented the Alliance as a speaker on the panel “Fostering skills in Europe for the next generation” at the EU Space week. The panel focused on the European Commission’s work on the Pact for Skills and how to foster citizen engagement through science communication and innovation. UNIVERSEH offers its experience and insights from an academic perspective, especially on its ambition to identify future skills and competencies of the European Space sector.

On this panel Emmanuel Zenou joined representatives from Airbus, ISISPACE, EU4GEO, the European Space Agency and EUSPA in a discussion facilitated by DG DEFIS’s policy officer Maria-Vittoria D’Inzeo.

- 11th International SES Workshop: Towards Space Sustainability, 20<sup>th</sup> October 2022, SES Head-Office, Luxembourg

The company SES, the world’s only multi-orbit satellite player and telecommunications network provider, member of the UNIVERSEH Advisory Board, organised in collaboration with UNIVERSEH, it’s 11<sup>th</sup> International SES workshop.”. The workshop focused on sustainability and its challenges, followed by panel discussions by academics and professionals in the space industry. The students from the Master in Space, Communication and Media Law (LL.M.) and Interdisciplinary Space Master of the University of Luxembourg had a chance to

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visit the SES Satellites Headquarters, including the operation centre and the dishes, to learn about satellite operations.

- 15th European Space Conference, 24-25 January 2023, Brussels

UNIVERSEH took part to the yearly event gathering key stakeholders of the European space domain (EU institutions and Member States, the European Space Agency, high-level representatives of the industry, civil society and researchers). For the 2023 edition debates and exchanges were focused on the theme “Securing the Future of Europe in Space”.

#### 1.4 Dissemination actions towards and with policy makers and others European Universities

- Meetings with EU representatives

Since the creation of the Alliance, and its first ERASMUS+ funding, the partner institutions, mainly through their rectors and coordinators, ensure that the Alliance and its interests are known and represented to the different policy makers at local, national and especially at European level. To this end, the Alliance organises its representation at events organised by the Commission.

Furthermore, in order to develop our links with our stakeholders, the Alliance has set up a UNIVERSEH stakeholders' engagement officer whose role is to facilitate stakeholder engagement in the project activities. These functions have been developed at consortium level but also at local level.

In September the Alliance's Stakeholder Engagement Officer met with representatives of the Commission (DG DEFIS, DG JUST, DG EAC, DG GROW, DG RTD, HaDEA) and the European Parliament (MP sitting in Committee on Industry, Research and Energy). The aim of these meetings was on the one hand to advocate the Alliance and its activities and on the other hand to identify actions that the Alliance could develop to be consistent with European priorities and policies.

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- Activities with other European Universities

During the first 18 months of the project, the Alliance worked with and even represented the FOREU1&2 network of European universities to policy makers. In particular, the Alliance has contributed to the following actions and reflections:

- Participation in 14 of the 16 FOREU2 sub-groups where European Alliances exchange views on common issues in regular meetings.
- Conceptual work on the establishment of legal entity forms for university alliances
- A presentation of legal options for European university alliances to *France Universités* (Legal Commission, invited by Ph. Rimbault & Carl Bonafous-Murat),
- The establishment of a "skills and education portfolio guarantee product" for European universities with the European Investment Fund
- A presentation of the Alliance and its SwafS project at the European Association of Research Managers and Administrators (EARMA) Annual Conference dedicated to the European University Initiative,
- Interaction with the Centre for Strategy & Evaluation Services, UK, mandated by DG EAC for the discussion on legal entities (Caroline Gidard & Marta Guasp),
- Participation in the joint declaration of the 41 European University Alliances on the need for long-term sustainable funding to enable the Alliances to work on the full range of missions.
- Participation in ***The Universities for the Future of Europe Forum (16<sup>th</sup> January 2022)*** within the French Presidency of the Council of the European Union. This forum provided an opportunity to discuss the role of European universities in the construction of the Europe of the future.
- Participation to the ***EuroCampus (30<sup>th</sup> June 2022, Versailles)***: This event honouring the European Universities closed the mandate of the French Presidency of the Council of the European Union and allowed to share the positive results of this initiative to all 41 alliances and other stakeholders gathered.

## 2. Dissemination actions to be planned in the second half of the project

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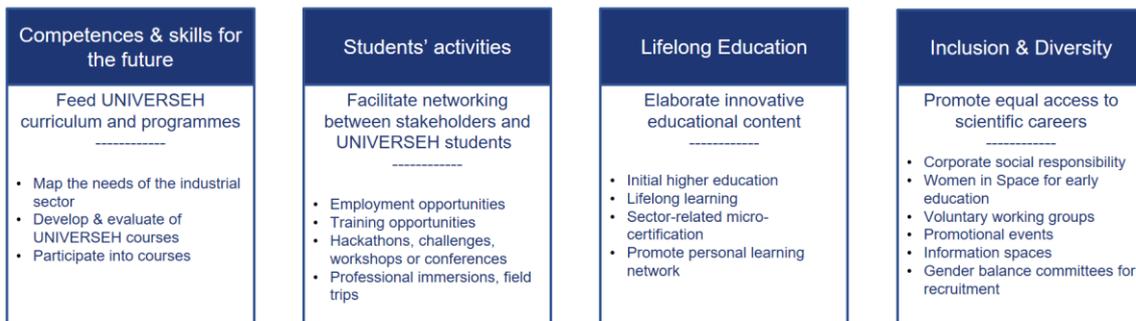
## 2.1 Develop and consolidate collaboration with stakeholders

To achieve this objective, the Alliance has worked on the creation of working groups in which the different stakeholders can be divided and exchange with the members of the Alliance. Eight groups have been defined and were presented to a panel of UNIVERSEH stakeholders during the IAC in September 2022. They will be set up in the second half of the project.

The groups are organised as follows:

### Join the crew

UNIVERSEH Stakeholders working groups



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## Join the crew

UNIVERSEH Stakeholders working groups



Social and Human Sciences	Research for Society	Entrepreneurship & Innovation	Space for All
<p>Strengthen the presence of humanities and social sciences in UNIVERSEH</p> <ul style="list-style-type: none"> <li>• Space Art &amp; society</li> <li>• Art contest &amp; Exhibition</li> <li>• Art philanthropy</li> <li>• 'Art for Space' school</li> <li>• Literature</li> <li>• Language &amp; Cultural studies</li> </ul>	<p>Bring the research sector, the broader public and the industrial sector together</p> <ul style="list-style-type: none"> <li>• Share knowledge transfer and innovation strategy</li> <li>• Answer joint calls for projects, creating multi-stakeholder consortia</li> </ul>	<p>Foster student entrepreneurship in the alliance</p> <ul style="list-style-type: none"> <li>• Mentoring, training programmes</li> <li>• Innovation and entrepreneurship curriculum</li> </ul>	<p>Broaden UNIVERSEH</p> <ul style="list-style-type: none"> <li>• Multichannel communication</li> <li>• Dissemination schemes</li> <li>• Fundraising events</li> <li>• Pupils' and scholars' awareness</li> <li>• Seniors' college and open courses</li> <li>• Policy makers awareness</li> </ul>

## 2.2 Reinforce the Beyond UNIVERSEH WPs action points

While the first part of the project consisted rather in making a state of the art and an inventory of our respective research, the second part of the project will be the time to build roadmaps for our research policy, our research community, our actions with companies and with the general public. It is on this basis, undoubtedly more concrete for our different targets, that the next dissemination actions of Beyond UNIVERSEH will be reinforced;

- internally to ensure that our community is strengthened, and engages more widely with the project;
- externally at the local level to ensure that local authorities and citizens are aware of and take part in the construction and animation of the research component of our university;
- externally, at the national and European level, to ensure that our research policy is consistent with the priorities of the research and higher education community. And so that UNIVERSEH in its research component can continue to ensure its mission as a role model.

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### 2.3 Integrate new Alliance partners into the research component of UNIVERSEH

In December 2022, two new institutions officially joined the UNIVERSEH Alliance. They are the University of Tor Vergata (Rome 2, Italy) and the University of Namur (Belgium).

These two new entities have thus applied alongside the founding universities of UNIVERSEH for the renewal of the ERASMUS + funding.

In the long-term and structuring institutional cooperation logic that supports the construction of European universities, the Alliance in its research component will have to ensure that its new partners are included in the dissemination of its results, and the implementation of activities, as and when relevant.

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