

UNIVERSEH



BECOME A
UNIVERSEH
AMBASSADOR
STAFF



**Co-funded by
the European Union**

UNIVERSEH

TOGETHER

WE

ARE



UNIVERSEH



Co-funded by
the European Union



This Ambassador Kit is designed specifically for academic, research, and professional staff involved in UNIVERSEH.

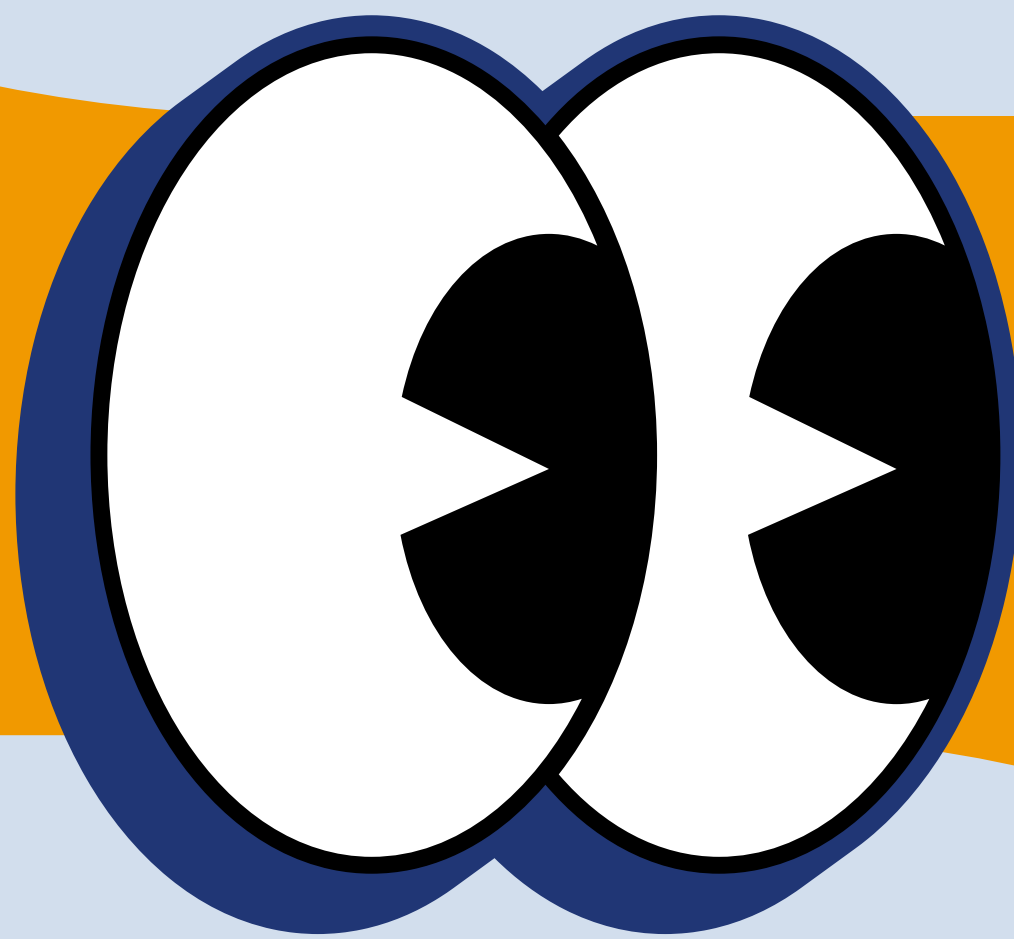
As a member of our community, you play a strategic role in shaping how UNIVERSEH is understood, trusted, and embedded within institutions, partnerships, and society.

This document is designed as a practical, adaptable, and continuously evolving resource. Ambassadors may tailor messaging to local contexts, provided it remains consistent with UNIVERSEH's values and identity.



What is a UNIVERSEH ambassador?

An ambassador is someone who represents and promotes UNIVERSEH to others. He or she helps raise awareness, explain the UNIVERSEH's goals and value, and engage with communities or stakeholders to build trust and support. Acting as a link between UNIVERSEH and the public, an ambassador encourage participation and help the Alliance grow.



What is an ambassador kit?

An ambassador kit is a ready-to-use package of information, resources, materials and guidelines designed to help ambassadors to promote and communicate a project clearly, consistently, and confidently when engaging with audiences outside the project's internal community. It empowers members to engage external audiences with confidence and enthusiasm while ensuring the project is represented in alignment with its goals and values.

10 MUST-KNOWN FACTS

1

UNIVERSEH stands for European Space University for Earth and Humanity.



2

UNIVERSEH is **UNIQUE**: it's the only thematic European University offering an innovative high-level education and research programme dedicated to Space.

3

UNIVERSEH brings together 7 universities from 7 countries: Communauté d'universités et établissements de Toulouse (France), AGH Univerisity of krakow (Poland), University of Luxembourg (Luxembourg), Luleå University of Technology (Sweden), Heinrich Heine University of Düsseldorf (Germany), Tor Vergata University of Rome (Italy) and University of Namur (Belgium).

4

UNIVERSEH was created in 2020 as part of the European Universities initiative promoted by the European Union.

5

UNIVERSEH represents more than 203,000 students and 25,000 staff members.

10 MUST-KNOWN FACTS



6

UNIVERSEH has a wide network of stakeholders (96)

7

At **UNIVERSEH**, students are at the heart of our governance.

8

Our vision is to be the only European University in a changing Space sector, offering an innovative, cross-science, multilingual, multicultural, inclusive, research-based, and sustainable learning environment with excellence and passion

9

UNIVERSEH, it's 8 work packages with experts working on: management, education, pedagogy, inclusion, diversity, sustainability, innovation, legal aspects, service to society, and communication.

10

At **UNIVERSEH** all educational content is subject to approval by the Academic Council. The Council's decisions are based on a defined framework with a set of criteria known as the Seven Star Constellations System. To receive approval, each course must achieve a minimum of three criterias.

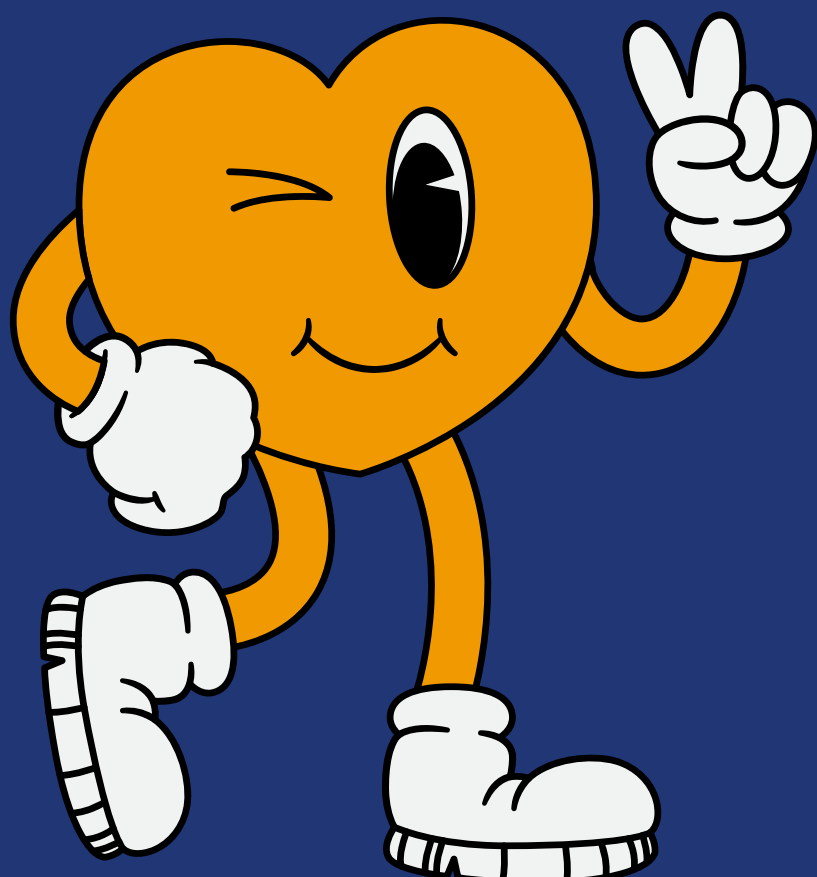


Elevator pitch



The European alliance UNIVERSEH is the only European university offering an innovative teaching and research program entirely dedicated to space. Founded in 2020 as part of the European Commission's "European Universities" initiative, UNIVERSEH brings together seven universities from seven different European countries forming a unique transnational space campus.

Through its education programme, collaborative research, and strong partnership with the space sector, UNIVERSEH prepares the next generation of space-sector professionals to tackle challenges in space exploration.



An elevator pitch is a short introduction that helps you present a project, highlight one or two key points, and create a meaningful connection. It's called an "elevator pitch" because it should be concise enough to deliver during a quick elevator ride.

Why join our space crew?

**Join a Community
Driven by Space,
Innovation &
Interdisciplinarity**

UNIVERSEH focuses on the Space sector while embracing strong interdisciplinarity, allowing staff from any field to collaborate on the societal, cultural, and technological challenges linked to space.

**Access to a
Europe-Wide
Professional
Network**

Becoming part of a **UNIVERSEH** means joining a large, diverse, multilingual community of universities, where we all grow and learn together from one another.

**Boost Your Career
Through International
Experience**

UNIVERSEH recognizes staff participation as professional development (training programmes, workshops, seminars, job shadowing, mobility, etc.).

**Influence the Future
of European Higher
Education**

By joining **UNIVERSEH**, you aren't just participating, you're helping co-create the university of the future, the future of space exploration and education in Europe.

**Enrich the Student
Experience and Your
Own**

Supporting student mobility, diversity, and international experiences is deeply rewarding, as it allows you to actively shape students' global perspectives.



OUR OBJECTIVES



Create new programmes, courses and lifelong learning opportunities, grounded on innovative pedagogies.

Foster exchange, multiculturalism, interculturality and European Identity at all levels, by creating a diverse and inter-generational Space Crew.

Promote inclusion, diversity and sustainability, both to our student, teacher and staff communities, and to ensure that as a project we meet high standards on these topics.



Support entrepreneurship and innovation, to prepare our students to work on breakthrough issues with cutting-edge methods, in cross-disciplinary, intercultural and disrupting teams.

Develop our own path towards 'One Entity', as a fully - fledged European higher education Alliance, for the sustainability of our vision.

Ensure our University is open to the world, by collaborating and communicating with companies, and the public.

Cooperate with other HEIs and European Universities Alliances to be fully active in the roll – out of the European Universities initiative and boost the excellence dimension of higher education, research and innovation, and service to society.



OUR VALUES

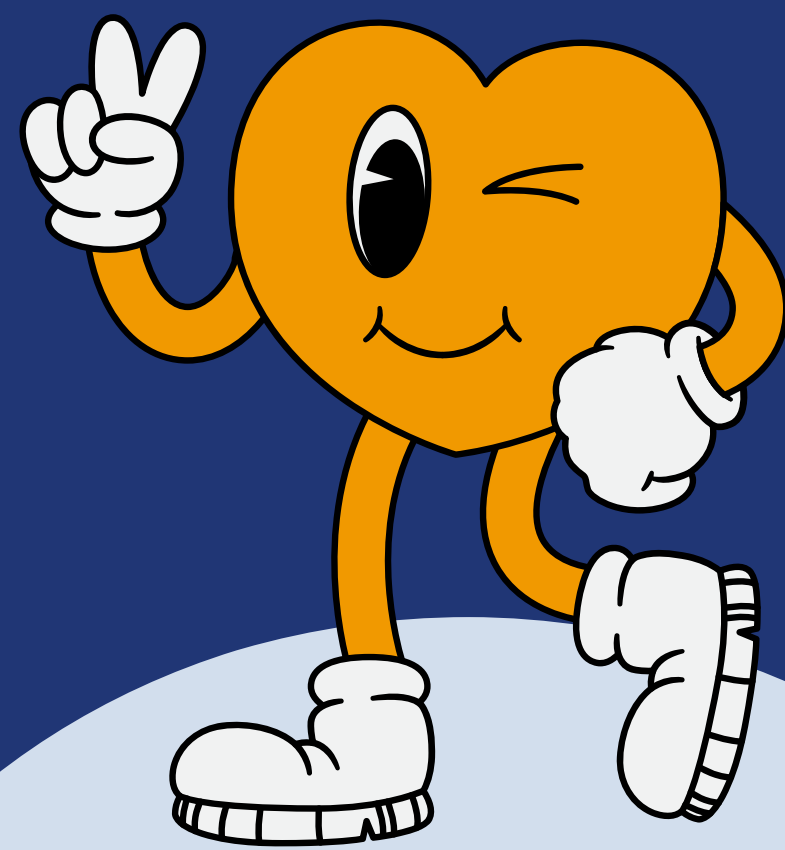
We respect these principles of conduct, apply them in our day-to-day relations and work, and contribute to their dissemination within the UNIVERSEH European University Alliance and beyond.

INCLUSION & ACCESSIBILITY FOR ALL

We collectively promote the principles of inclusion, accessibility and equality for all, which we adopt in our positions, in our communication and in the planning of all our actions.

INTERCULTURALITY

We collectively promote interculturality and multidisciplinary in the activities of our Alliance, characterised by its cultural and linguistic diversity.



SUSTAINABILITY

We collectively promote economic, environmental, educational and research sustainability.

EQUITY FOR ALL

We collectively promote the principles of equal treatment and fairness, which we apply through a common policy of respect for others. UNIVERSEH does not tolerate any form of discrimination, exclusion or harassment.

UNIVERSEH

Branding & visual identity

1 UNIVERSEH LOGO



There is only one existing version of the logo. No modification or added elements are allowed.



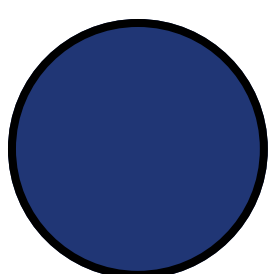
Do not forget to add the logo to any visuals and documents related to UNIVERSEH



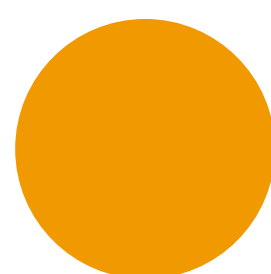
The best way to make the logo visible is to place it at the top-left of your visual.



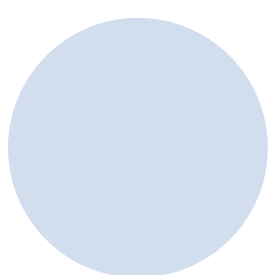
2 UNIVERSEH COLOURS



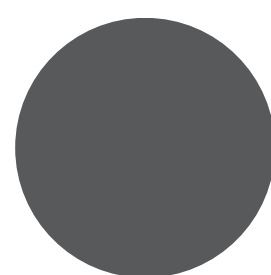
BLUE: #203675



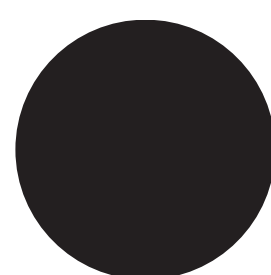
ORANGE: #F19900



BLUE: #D2DEED



GREY: #58595B



BLACK: #231F20

Branding & visual identity

3 EUROPE LOGO



There is only one existing version of the logo. No modification or added elements are allowed.



You have to add the logo to any visuals or documents related to UNIVERSEH.



When displayed with other logos, the EU emblem must be displayed at least as prominently and visibly as the other logos.



4 DISCLAIMER

«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 EACEA, European Education and Culture Executive Agency. Neither the European Union nor EACEA can be held responsible for them.»

Key messages

- Capture the essence of what to communicate about UNIVERSEH.
- Provide clarity and alignment across all communication activities.
- Support UNIVERSEH's objectives.

UNIVERSEH offers a high-quality innovative education open to all and meeting the space sector's current needs.



UNIVERSEH allows students and staff members to grow and thrive in an interdisciplinary, multicultural and multilingual environment.

UNIVERSEH welcomes everyone and lifts barriers to education due to gender, disability, socio-economic and geographic factors.

UNIVERSEH is a European University that grows and endures with and thanks to its community.



UNIVERSEH focuses on current society issues, global challenges and involves the society.

UNIVERSEH promotes innovation to prepare students for their work life.

Communication tips

IT'S ALL ABOUT YOUR AUDIENCE!

- Target the right audience for your communication.
- Adapt your message and your visual to your audience.
- Choose the right communication channel based on your audience.
- When possible, get feedback from your audience on your communication.



IT'S ALL ABOUT YOUR VISUAL!

- Adapt your visual to your activity, your audience and your communication channel.
- Respect the graphic charter and make sure to credit UNIVERSEH and the European Union.
- Create visuals with people on them to show the faces of our community and space crew.



IT'S ALL ABOUT YOUR MESSAGE!

- Use clear and inclusive message.
- Prioritize “we” in your message to reinforce alliance cohesion.
- Provide translations when possible and adequate.
- Align your message with UNIVERSEH values.

**ALWAYS INVOLVE YOUR LOCAL UNIVERSEH
COMMUNICATION REPRESENTATIVE**

Communication kit

CHECK OUR FULL COMMUNICATION KIT FOR MORE
INFORMATION AND USEFUL RESOURCES



UNIVERSEH Crew Guide

CHECK OUR CREW GUIDE FOR MORE INFORMATION ABOUT
UNIVERSEH AND HOW WE WORK TOGETHER AS AN
ALLIANCE



Internal newsletter

STAY CONNECTED BY SIGNING UP FOR THE INTERNAL
NEWSLETTER



ONE

SPACE



COMMUNITY

UNIVERSEH



ONE

SPACE

CREW

Support & Contacts

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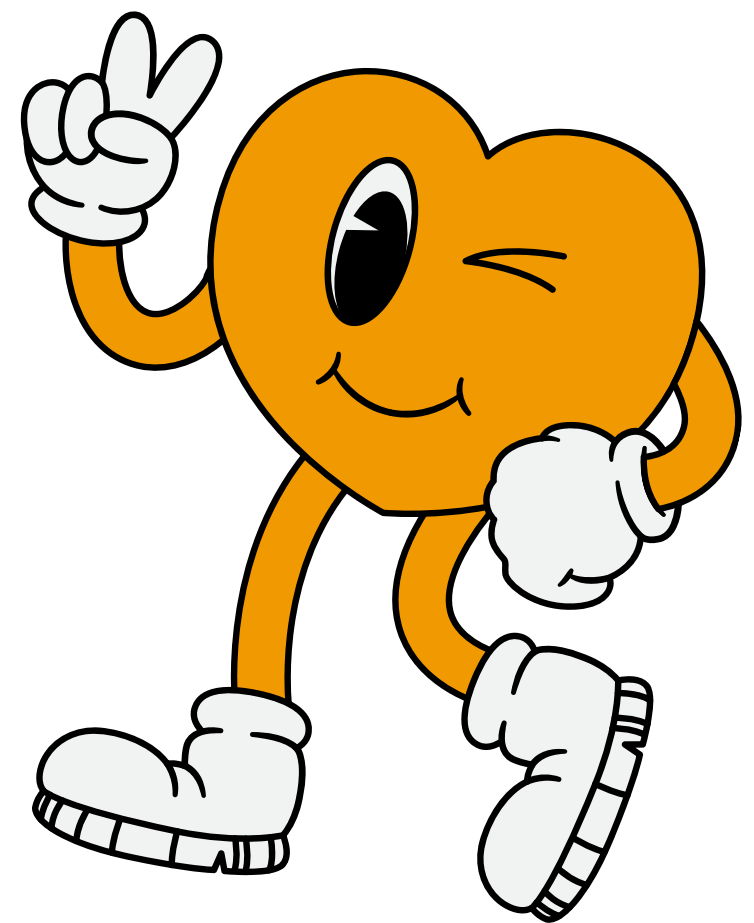
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FIND ALL
UNIVERSEH
CONTACTS
ON THE
FOLLOWING
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#UNI

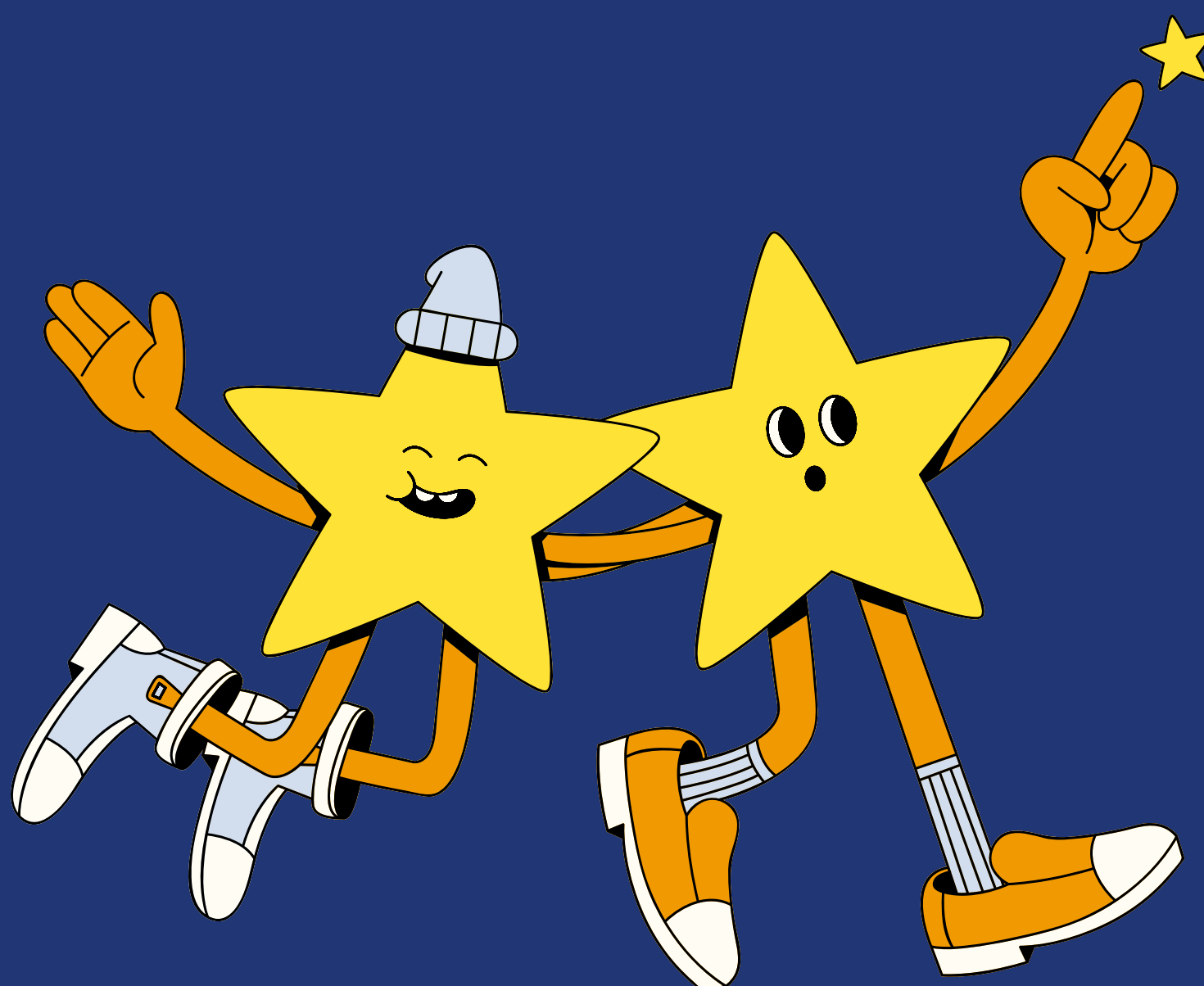
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