

# EURIDICE

European Inclusive Education  
For Digital Society, Social Innovation and  
Global Citizenship



Co-funded by  
The European Union

# WP7: Communication and outreach

WP7 Lead: Babafla

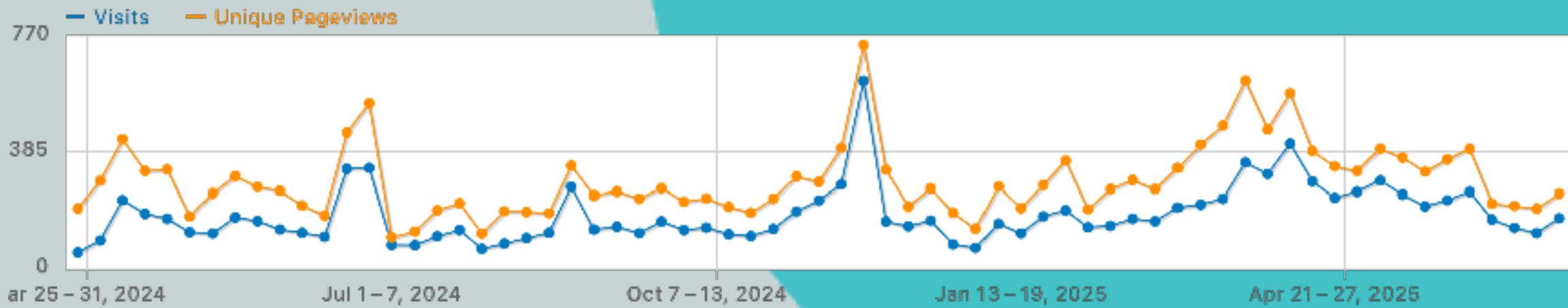
PRESENTING REPRESENTATIVE: André Baart

# WP7



# EURIDICE.eu statistics M1-M18

- 11K+ visitors
- 19K+ unique pageviews
- Note: data collection started from March 2024
- 48 blog posts
- 67 events announced



# Work Package Tasks

#Task	Name	Status	Future roadmap	Partners contributing
T7.1	Publicizing of information and promotion of the EURIDICE educational programmes	Joint Master cycle 1: finished LLL/TT: continuous	JM Y2 start: Q3/4 2025 LLL/TT: continuous	JM: UNINA, UIBK, UPOL, BBF LLL/TT: BBF, WP3/4 course providers (many)
T7.2	Continuing programme of public events that engage with society on the subjects of Digital Society, Social Innovation and Global Citizenship	Ongoing	Events will continue to be organised	TUWIEN, entire consortium
T7.3	Programme of cultural events that engage with society on the subjects of Digital Society, Social Innovation and Global Citizenship	Ongoing	Yearly cultural event hosted by HKW Film project by LF	HKW,LF

# Work Package 7 Task 7.1

## T1.1 - Publicizing of information and promotion of the EURIDICE educational programmes

<i>Achievements</i>	<i>Contribution of each partner</i>	<i>Future roadmap</i>
<ul style="list-style-type: none"><li>• Communication, dissemination and outreach plan established</li><li>• Course catalogue published on project website</li><li>• Social media presence established</li><li>• Joint Master: independent website and social media channels</li><li>• Educational programmes published on Jobs &amp; Skills platform</li></ul>	<ul style="list-style-type: none"><li>• Communication, dissemination and outreach plan: VUA/PANGEA, BBF, TUWIEN, LF, AKMC, HKW, UPOL, KKNU, UNINA</li><li>• Project Website and Social Media: BBF, VUA/PANGEA, with content contributions from consortium</li><li>• Joint Master website and social media: UNINA (+outsourcing to agency), BBF, UIBK, UPOL</li><li>• Joint master marketing: idem + UJPS, Lusofona, Karazin, UPEC</li></ul>	<ul style="list-style-type: none"><li>• Expand and refine project website functionalities</li><li>• Focus on expanding reach of social media channels</li><li>• JMP marketing cycles</li><li>• Start marketing campaign for self-standing modules and microcredentials</li></ul>

# Work Package 7 Task 7.2

## T7.2 - Continuing programme of public events that engage with society on the subjects of Digital Society, Social Innovation and Global Citizenship

Achievements	Contribution of each partner	Future roadmap
<ul style="list-style-type: none"><li>• Digital Humanism Lecture Series</li><li>• DigHum Summer Schools (Vienna, Kigali)</li><li>• UNESCO event ULPT?</li><li>• KB use of AI in libraries (but maybe more WP3?)</li><li>• Varied collection of public events in theme of Digital Society, Social Innovation, Global Citizenship</li></ul>	<ul style="list-style-type: none"><li>• DigHum Lecture Series: TUWIEN, AKMC, Pangea</li></ul>	<ul style="list-style-type: none"><li>• <i>Lecture Series: continuous</i></li></ul>

# Work Package 7 Task 7.3

## T7.3 - Programme of cultural events that engage with society on the subjects of Digital Society, Social Innovation and Global Citizenship

<i>Achievements</i>	<i>Contribution of each partner</i>	<i>Future roadmap</i>
<ul style="list-style-type: none"><li>• Ancestral Immediacies (AI) events</li><li>• Student cultural event productions</li></ul>	<ul style="list-style-type: none"><li>• AI series: HKW</li><li>• Student prod.: LF</li></ul>	Events will continue

# Work package related deliverables and milestones WP7

#	Name	Status	Achievements	Critical aspects
D7.1	Communication, dissemination and outreach plan	DELIVERED M6	Communication channels established, activities continuous	n/a
D7.2	Digital Materials on communication and outreach events	DELIVERED M12	Delivered, events continuous	n/a
MS11	Comprehensive communication plan complete	DONE	Communication plan delivered	see D7.1
MS12	EURIDICE master published on Digital Skills and Jobs Platform	DONE	Joint master published on EU J&S	Communication with J&S team (course changes and updates)

# Communication and dissemination objectives

#	Name	Status	Future outlook
1	Communicate about the EURIDICE program objectives, activities and collaborating partnership to the general public in the various European countries as part of the Digital Compass policy.	<ul style="list-style-type: none"> <li>• Project website S launched</li> <li>• Social media channels launched</li> <li>• Public and cultural events organized</li> <li>• Media exposure</li> </ul>	
2	Attract relevant target groups (students, academic staff, professionals in SMEs and social sectors, generating publicity for the joint EU master and self-standing modules (microcredential) to attract students and staff.	<ul style="list-style-type: none"> <li>• Joint Master marketing campaign cycle 1 complete: dedicated website, social media</li> <li>• Course catalogue published on project website</li> </ul>	<ul style="list-style-type: none"> <li>• Explore needs (and strategy) for marketing of self-standing modules and microcredentials</li> <li>• Focus on expanding reach (e.g. social media)</li> </ul>
3	Inform professionals from SME's business and industry about opportunities for life-long-learning training and certification.	<ul style="list-style-type: none"> <li>• <i>Individual contributions by partners themselves? need to look into</i></li> </ul>	<ul style="list-style-type: none"> <li>• Explore needs (and strategy) for marketing of self-standing modules and microcredentials</li> </ul>
4	Disseminate outcomes of collaborative research seminars and workshops, as part of the EURIDICE research events, to PhD students, postdocs and young researchers, non-ICT academic staff, educators.	<ul style="list-style-type: none"> <li>• <i>TODO investigate which events count for this definition</i></li> <li>• <i>Publications from partners</i></li> <li>• <i>Podcasts + films</i></li> <li>• <i>DigHum Summer Schools</i></li> </ul>	Research conference Digum Nov

# Communication and dissemination objectives

#	Name	Status	Future outlook
5	Outreach to the general public to raise awareness about the EU funded programme.	<ul style="list-style-type: none"> <li>• Website, social media, public/cultural events</li> <li>• See (1)</li> </ul>	
6	Show the success of European collaboration networks between academia industry and society	TED + business ecosystem workshops Fraunhofer TVE Healthink pharmaceutical industry + patient associations	Expected after start of JM? Other activities? WP3/4 courses
7	Publish the scholarship and fee waiver opportunities for inclusiveness and diversity of the student population.	<ul style="list-style-type: none"> <li>• <i>Scholarships published on EU Funding and Tender platform and own websites by UNINA, UPOL, UIBK (need to check) Will be published in september</i></li> </ul>	
8	Disseminate learning outcomes (study materials, textbooks) to European universities and beyond (African, Asian countries), as part of the Open Education policy and the policy to bridge the Digital Divide and provide quality education to all: SDG5.	<ul style="list-style-type: none"> <li>• <i>VUA, TVE, BBF, AKMC, Pangea courses implemented at UNIMAS, UDS, ICATS</i></li> <li>• Textbooks open access UDS (Saa) + Dighum Textbook (750K dl)</li> </ul>	

# WP7 Effort of partners

- **Totals:**
- Actual M18: 55,9 pm
- Planned M48: 158 pm
- Actual M18 / Planned M48: 35,4%

Partner	actual effort WP8 at M18 (pm)	planned effort WP8 at M48 (pm)	% actual / planned
<b>1 - UNINA</b>	<b>4,4</b>	<b>16</b>	
<b>2 - Stichting VU</b>	<b>1,0</b>	<b>1</b>	
<b>3 - UIBK</b>	<b>0,8</b>	<b>9</b>	
<b>4 - Ulceland</b>	<b>0,0</b>	<b>1</b>	
<b>5 - UPOL</b>	<b>2,6</b>	<b>9</b>	
<b>6 - USAFARIK</b>	<b>2,8</b>	<b>1</b>	
<b>7 - CBS</b>	<b>1,3</b>	<b>2</b>	
<b>8 - KKNU</b>	<b>2,2</b>	<b>5</b>	
<b>9 - TU WIEN</b>	<b>10,0</b>	<b>20</b>	
<b>10 - IL3-UB</b>	<b>0,0</b>	<b>2</b>	
<b>11 - ULusofona</b>	<b>0,2</b>	<b>15</b>	
<b>12 - Fraunhofer</b>	<b>1,3</b>	<b>4</b>	
<b>13 - IIIM</b>	<b>1,1</b>	<b>3</b>	
<b>14 - KBB-HKW</b>	<b>11,0</b>	<b>24</b>	
<b>15 - KB</b>	<b>0,0</b>	<b>10</b>	
<b>16 - TVE</b>	<b>0,0</b>	<b>1</b>	
<b>17 - HEALTHINK</b>	<b>0,6</b>	<b>1</b>	
<b>18 - DLR</b>	<b>4,8</b>	<b>7</b>	

# KPIs

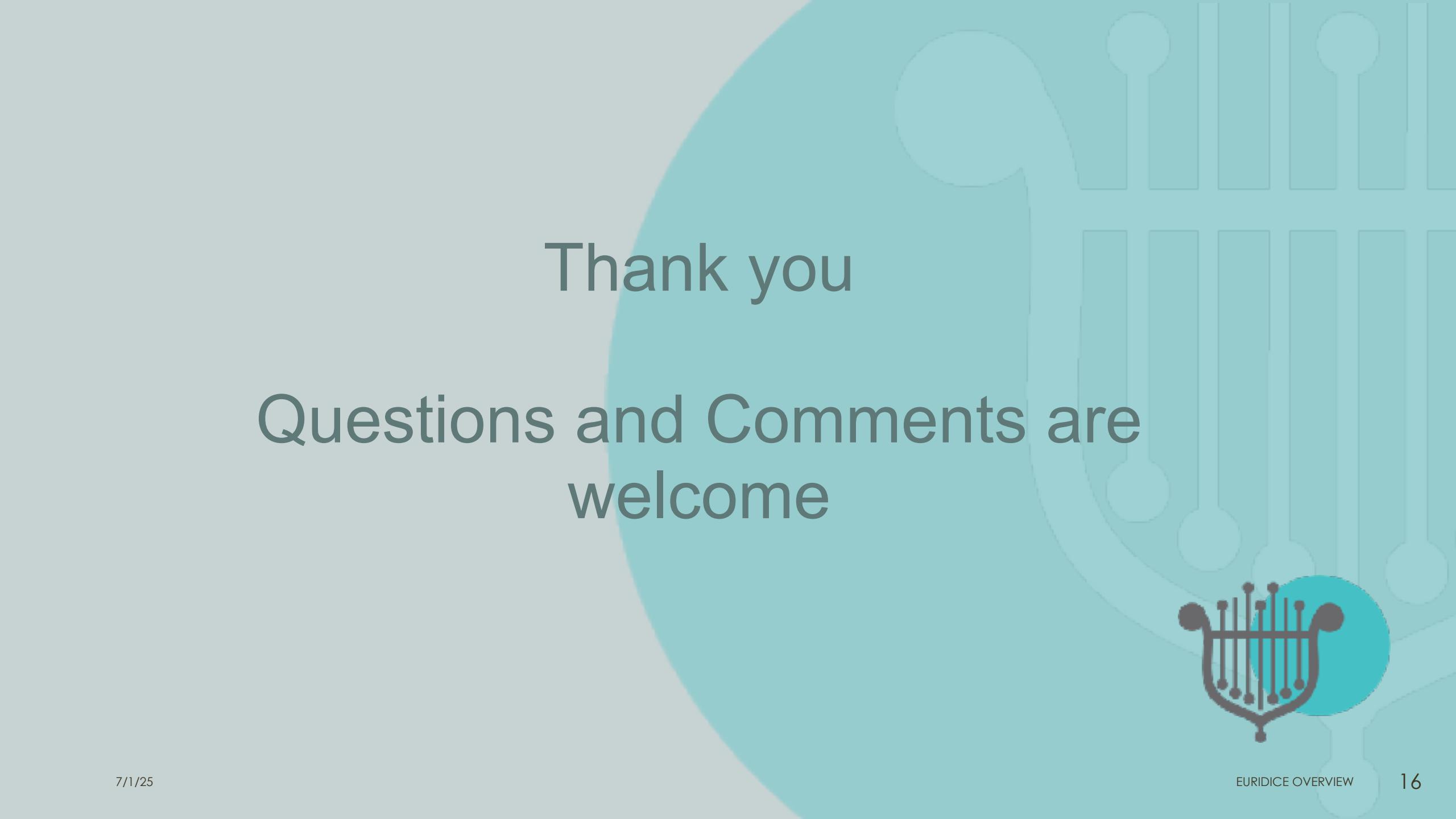
- See WP1 slide

# Risks and Contingencies

- Travel restrictions (pandemic) - N/A
- Project partners inactivity/leaving - No effect on WP7/8

# Challenges and lessons learnt

- WP7: balanced representation of consortium partners in external communication and outreach
- WP7: capacity of partners to produce communication materials, but very good result nonetheless. Next year will start earlier with marketing efforts to address this challenge.



Thank you

Questions and Comments are  
welcome