COMMUNICATION STRATEGY 2023 – 2025

Output Leader:
University of Algarve

Output Partners:
DSW University of Lower Silesia,
University of Gothenburg,
University of Milano-Bicocca

Partners:

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INTRODUCTION

The ESDEUS project is dedicated to enhancing the role of universities as leaders in Education for Sustainable Development (ESD). Its primary objectives revolve around promoting ESD-focused teaching and fostering collaboration with various stakeholders. Its main activities include mapping and collecting policies, strategies, and instruments related to ESD within Higher Education Institutions (HEI). In addition, the project involves developing and delivering a course titled "Introduction to ESD," identifying stakeholders' ESD perspectives and collective action in the field. Ultimately, ESDEUS seeks to compare ESD practices across different European Union (EU) regions.

The consortium consists of four universities, in Poland, Sweden, Portugal and Italy.

The project is divided into the following work packages (WP):

- WP1: Project management

- WP2: ESD in university teaching

- WP3: ESD in local communities: collective actions of stakeholders and universities

- WP4: Global-local coalition for ESD: campaign and dissemination

The communication strategy is part of WP4, whose main objective is to increase intersectoral and collaborative ESD partnerships in communities through campaigns and activities to raise awareness. The objectives of WP4 are:

- To create a digital forum for ESD advocates, including universities, to meet and network.

- To promote and disseminate ESD in local and global contexts (through participation in international events, writing academic articles, social media activities, European Society for Research on the Education of Adults (ESREA) networks).

The promotion and dissemination of ESD, based on the project's results will be implemented in local communities and globally via the partners' internal networks, their contacts with stakeholders, universities and associations, as well as through participation in conferences and seminars.

Dissemination will be achieved through a variety of technological, digital and online tools. This document outlines the strategy for communication objectives, identifies the key target groups, and presents the different communication (internal and external) channels/tools and time schedules of the ESDEUS project. In addition, some indicators have been defined to monitor communication activities.

The community strategy includes the following aspects:

- Communication aims/goals

- List of audiences

- Internal and external communication

- Tools and activities

- Timeline

- Communication impact assessment (indicators)

The communication strategy presents some effective tools to raise awareness and spread information and results on the project, and to provide visibility. It is important to stress that each partner in the project will develop materials in their own language to disseminate project results. Thus, this communication strategy is intended to create an effective way to reach the target audience, to inform it about the objectives, activities and results of the ESDEUS project in order to achieve a good communication with the outside world.

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COMMUNICATION OBJECTIVES

The communication is an important tool in the project, aiming to:

- Inform and communicate activities and results.

- Spread knowledge about ESD and its outcomes not only within partner countries (Poland, Sweden, Portugal and Italy) but also globally by sharing good practices through social media and events such as international conferences.

Communication aims to increase knowledge and raise awareness of ESD among universities, stakeholders and communities. Therefore, it is important to develop effective communication among partners and with various stakeholders.

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TARGET AUDIENCES

Considering the communication objectives, these are the main target audiences:

- Higher Education Institutions

- Students

- External stakeholders and communities (e.g., policymakers, practitioners, civil society organisations, employers, Wroclaw's Academic Centre website).
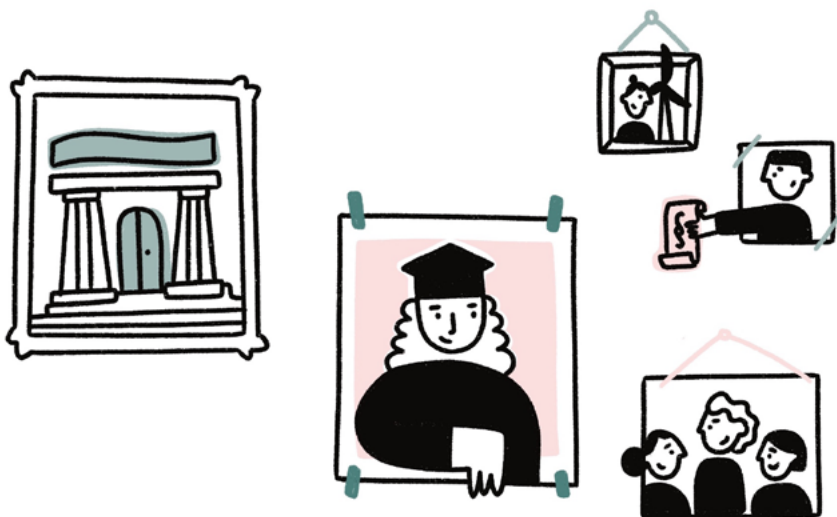
4
INTERNAL COMMUNICATION ACTIVITIES

Internal communication will be directed toward the scientific community to foster collaboration and knowledge-sharing while ensuring effective dissemination of project updates, research findings and relevant information. The ESDEUS project team frequently uses Microsoft Teams software for online team meetings (TM) to disseminate information about planned activities to all partners. The project's meeting schedule consists of five online TMs and three in person TMs to be held in Faro, Portugal, Milan, Italy, and Wroclaw, Poland. These meetings are essential for discussing ideas related to ESDEUS activities and deliverables. In addition, two Intersectoral Teaching Learning Events (ITLEs) are scheduled during the project, one in Faro (2024) and one in Milan (2025). The project and all its results among internal and external stakeholders, academic and non-academic, will be disseminated during the ITLEs.

The communications activities and articles that the team will present and publish are to be considered internal communication activities. In the same line of reasoning, the final conference, to be held in Wroclaw in 2025 for the wide scientific community, will also be considered an important internal communication activity.

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EXTERNAL COMMUNICATION ACTIVITIES

External communication will concentrate on effectively reaching and engaging with the general public, and fostering meaningful interaction to enhance awareness and understanding of ESD. These are the external activities planned to achieve this goal:

5.1
PROJECT WEBSITE

To enhance communication and visibility, a website will be developed in five languages – English, Polish, Swedish, Portuguese and Italian – and attached to project partners' institutional websites. The national partners' languages will be used only for some parts of results (for example, a short project description or an implemented course design).

The website will be regularly updated with essential project information, including objectives, partners, activities, events and results. Specifically, it will contain the following details:

- Main information about the ESDEUS project (e.g., goals, activities, results)
- Partners (brief institutional information about each partner)
- Events listings
- Produced resources (e.g., HE ESD Catalogue, Toolbox, Collaborative Actions Booklet; Reports, etc.)

It is crucial that all website content aligns with the proposed communication strategy.

5.2
SOCIAL MEDIA PLATFORMS: FACEBOOK, LINKEDIN, INSTAGRAM

To promote and communicate about the project, its activities and results, the project consortium will use social media partners' university platforms such as Facebook, LinkedIn and Instagram. The social media platforms and accounts of the DSW University of Lower Silesia (ESDEUS leader) will be used as a primary mode of information. Other partners may also promote and communicate information about the project on the social media accounts of their own universities.

These profiles will:

- Promote project activities.

- Encourage stakeholders and communities to participate in project events.

- Enable various stakeholder groups to contact the project team members.

- Allow for sharing and commenting on posted materials.

Another objective of these profiles is to direct the public to the ESDEUS webpage, facilitating interaction with the target audience by creating activities, publications, events, sharing documents, news, pictures and videos. Users of these platforms can like, share and comment on the posted content.

All partners should engage in external communication through social networks – Facebook, LinkedIn and Instagram. They should follow these pages, liking and sharing with their personal and professional networks to maximize visitors or followers.

5.3
TARGETED THEMATIC WEBINAR

Experts from universities, community leaders and local actors will be invited to share their ideas and experiences related to ESD, thereby raising awareness of ESD. The project partners should organize at least one webinar in 2025. The lead organizer will be the University of Algarve's Adult Education and Community Intervention Research Centre

5.4
INTERACTIVE VIDEO VIA VIRTUAL OR AUGMENTED REALITY. POPULARIZATION OF THE ESDEUS PROJECT AND ITS RESULTS FOR VARIOUS GROUPS OF AUDIENCES VIA DIGITAL TOOLS AND CHANNELS

The idea is to create short, dynamic, user-friendly versions of the official project outputs to reach a more diverse audience. Such materials will serve as a dynamic communication tool by providing an immersive experience, capturing the audience's attention effectively. They enable audience interaction with the content, heightening engagement and improving understanding of ESDEUS outcomes. Moreover, they have the potential to create memorable experiences and facilitate learning. Thus, tools including virtual or augmented reality enable the ESDEUS project to showcase its achievements, thereby enhancing understanding of ESD.

They can serve several purposes:

- To present the results using animations or infographics, allowing viewers to visually explore different practices and outcomes of ESDEUS in detail.

- To use "engaging methodologies", presenting a narrative about the institutions in relation to ESD practices.

- To help viewers understand the similarities and differences among the outcomes of ESDEUS project.

In addition, in every material produced, viewers are invited to visit the project website, contact the partners for more information or/ and participate in relevant events or activities. This could be an effective way to communicate the project's outcomes and engage stakeholders in a dynamic way.

If possible, it is proposed to record at least one interactive video in 2025, with ULS responsible for managing and organizing its production).

5.5
MEDIA RELATIONS

To enhance project visibility and inform the general public in a formal manner, news releases will be prepared. Partners will contribute articles to their local news outlets containing pertinent information about the project, including:

1. Project summary (goals, partners, website)

2. Information/news about all the events
   (organized and upcoming)

3. Main results

5.6
PUBLIC EVENTS

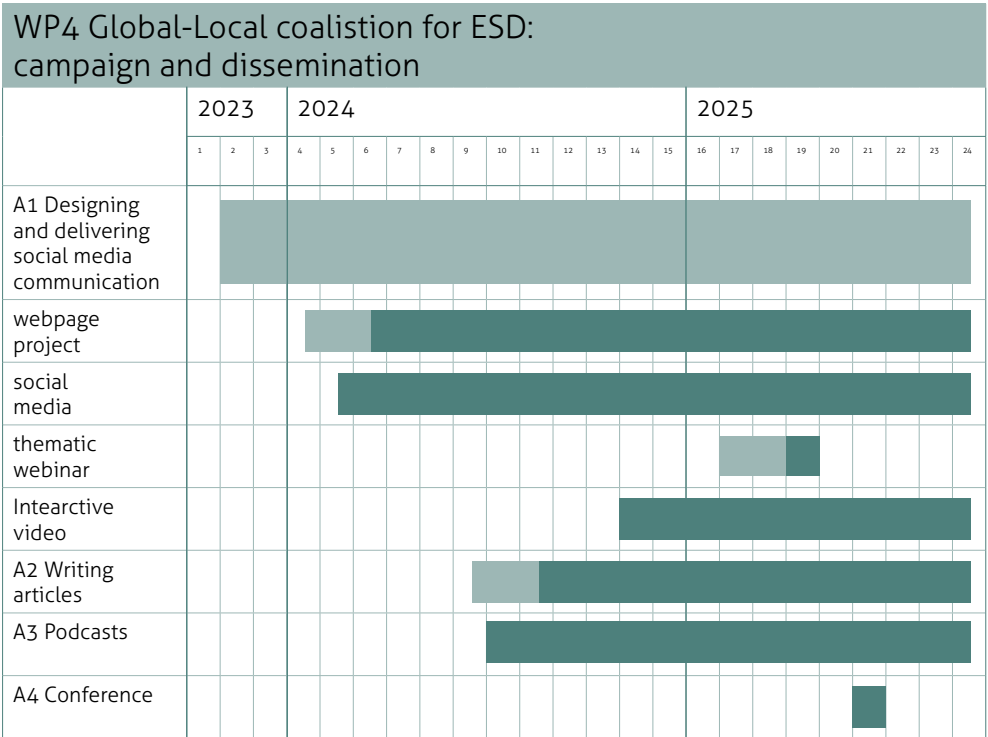As mentioned previously, the final project conference will be held in Wroclaw, and ITL events will be organized to disseminate the project results and raise awareness of ESD.

In summary, ESDEUS will facilitate effective communication through these various forums. All communication tools will enable interested stakeholders, experts and the general public to learn about and follow the project's activities and outcomes.

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TIMELINE

WP4 Global-Local coalistion for ESD: campaign and dissemination																								
	2023			2024												2025								
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
A1 Designing and delivering social media communication		�																						
webpage project						�																		
social media					�																			
thematic webinar																▮								
Intearctive video													▮											
A2 Writing articles									▮															
A3 Podcasts											▮													
A4 Conference																					▮			

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COMMUNICATION IMPACT ASSESSMENT

The project's communication strategy will be monitored to assess its effectiveness, with these indicators defined:

- Communication strategy (1)

- Academic articles per consortium (2)

- Popular article per consortium (1)

- Podcasts (4)

- Conference program (1) and list of participants (1)

- Agenda (TM8) and list of participants (1)

- Number of hits on the website (at least 25% after 12 months);

- Number of stakeholders visiting the social media sites

- Number of downloads of project results (10% after 3 months after publication)

- Conference participants' satisfaction level (evaluation). For example, a survey on satisfaction with information provided. This survey is a relevant indicator, as it will provide feedback from participants at events organized by the project.

- Self-evaluation by partners of TM and project management (whether every six or twelve months)

- External experts' reviews of the mini-series of podcasts, communication strategy and articles.

Table 1:

INSTRUMENT	INDICATOR
project website	Number of visitors /views
social media	Number of followers of Facebook and LinkedIn
	Number of posts and comments
ITL events	Number of events
	Number of participants
Webinars	Number of webinars
	Number of participants
Videos	Number of videos and views

All these results will be compiled and presented in a report.