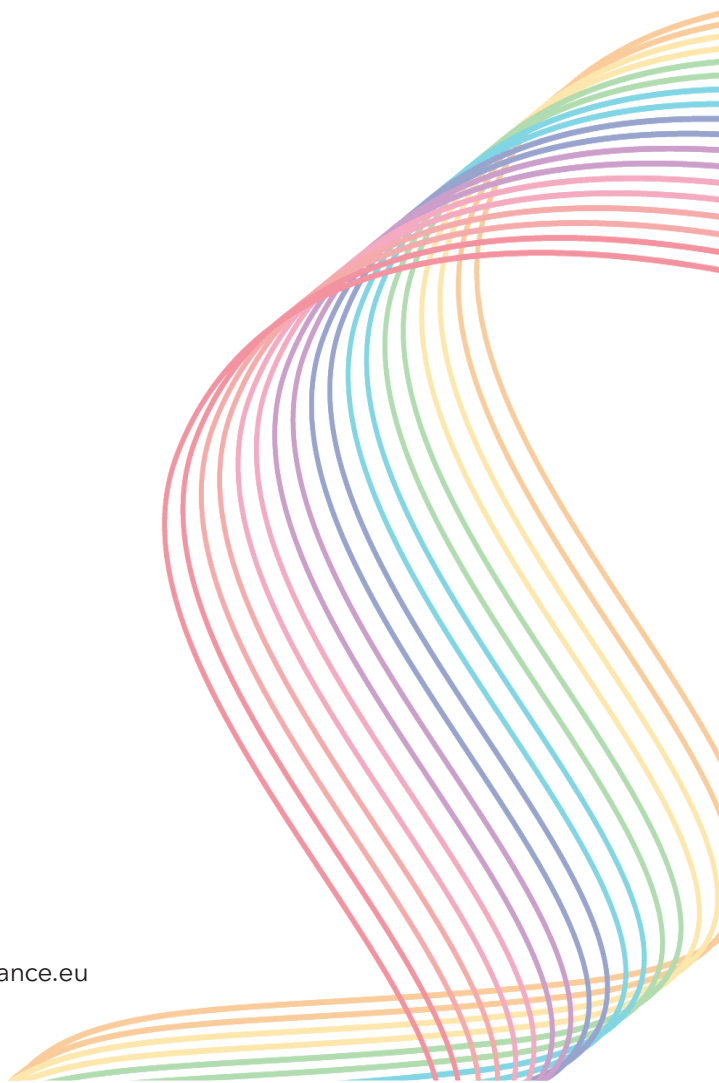




**COLOURS**  
European University Alliance

# COLOURS Dissemination Plan and Data Management Plan

DELIVERABLE 6.1



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For any questions or comments regarding this publication, please contact:

COLOURS Work package Lead

Prof. dr. Ivana Majić

Josip Juraj Strossmayer University of Osijek

[colours@unios.hr](mailto:colours@unios.hr)

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## Executive Summary

The European University Alliance COLOURS (COLlaborative innOvative sUstainable Regional univerSities) unites universities from nine countries, bringing together around 126,000 students and 12,300 staff members. These institutions collaborate with 54 Associated Partners to drive regional innovation ecosystems. Through Open Innovation, challenge-based teaching, and impact-driven research, COLOURS aim to foster social and technological innovations that will positively impact millions of citizens across Europe.

This Dissemination plan and Data Management Plan for the COLOURS European University Alliance is designed to support the strategic communication and data sharing efforts of the alliance. Developed in the first year, this plan serves as a dynamic working document that is regularly updated to align with project milestones and evolving needs. The plan serves as a tool to coordinate various dissemination and communication activities across partner institutions, encompassing both institutional levels and different COLOURS Alliance work packages.

The Dissemination Plan includes key target audiences, dissemination goals, main activities, identified stakeholders, channels, and a timeline. It is continuously updated and monitored biannually. The Data Management Plan is designed to optimize data sharing of the Alliance's outputs, ensuring they are easily accessible, understood, exchanged and reused.

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Authors	Ivana Majić, UNIOS and Renata Petrevska Nechkoska, UKLO
Contributors	Mohager Ulf, HKR, Reckendorf Nina, UPB, Castaño Aranzazu, UCLM, Kulchikovskiyi Illia, JDU, Inta Ozola, VUAS, Amanda Iksne (VUAS), Lugo Arrendel Theonil de Lourdes UNIFE, Isambourg Andréa, LMU, Nicolas Thieffry, LMU

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## Glossary of Terms, Abbreviations and Acronyms

COLOURS - COLlaborative innOvative sUstainable Regional univerSities European University Alliance

UPB - Paderborn University (Germany)

LMU - Le Mans University (France)

UCLM - University of Castilla-La Mancha (Spain)

UNIFE - University of Ferrara (Italy)

HKR - Kristianstad University (Sweden)

JDU - Jan Dlugosz University (Poland)

UNIOS - Josip Juraj Strossmayer University of Osijek (Croatia)

UKLO - University St Kliment Ohridski Bitola (North Macedonia)

VUAS - Ventspils University of Applied Sciences (Latvia)

CSO - COLOURS Coordination and Support Office

CIO - COLOURS Implementations Officer Lead

KPI - Key Performance Indicator

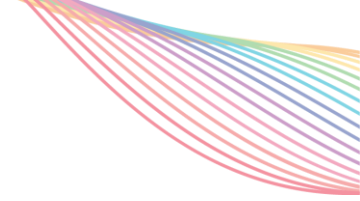
CoLab - co-creative central activities within the CoSpace involving representatives of Quadruple Helix

CoSpace - co-creative spaces that are not located on campus and enable stakeholder collaboration

CoHub - digital platform

GoFast - digital platform

CoP - Community of Practice



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# 1. Introduction

The COLOURS Alliance (COLlaborative innOvative sUstainable Regional univerSities) (acronym COLOURS) represents a consortium of nine European universities dedicated to enhancing transnational collaborations through a sustainable, co-creative community of practice. Our Alliance is driven by a shared vision to transform existing partnerships into a dynamic inter-university ecosystem that is both open and responsive to contemporary needs and challenges. This Alliance leverages its collective strength to generate multiple benefits for European societies, impacting over 21 million citizens across the COLOURS regions.

The nine universities that form the COLOURS Alliance are:

- Paderborn University (Germany) - UPB
- Le Mans University (France) - LMU
- University of Castilla-La Mancha (Spain) - UCLM
- University of Ferrara (Italy) - UNIFE
- Kristianstad University (Sweden) - HKR
- Jan Dlugosz University (Poland) - JDU
- Josip Juraj Strossmayer University of Osijek (Croatia) - UNIOS
- University St Kliment Ohridski Bitola (North Macedonia) - UKLO
- Ventspils University of Applied Sciences (Latvia) - VUAS

Together, these institutions encompass a community of approximately 126,000 students and 12,300 staff members. They are supported by 54 Associated Partners, including regionally based institutions and organizations from the Quadruple Helix, who will act as collaborators, multipliers, and implementation partners.

The primary goal of the COLOURS dissemination plan is to ensure broad visibility and understanding of the Alliance's initiatives and achievements. This involves:

- **Raising Awareness:** Informing a wide range of stakeholders about the aims, activities, and outcomes of the COLOURS Alliance.
- **Engagement:** Encouraging active participation from students, academic staff, industry partners, public bodies, and the general public.
- **Knowledge Sharing:** Promoting the exchange of best practices and innovative solutions within and beyond the COLOURS community.

## 1. 1. Communication and Dissemination Strategy

This document incorporates the communication and dissemination strategy, activities and approaches, which ought to help achieve the 6 Key Objectives of the COLOURS Alliance.

The dissemination and communication activities will correspond to the values and principles of the COLOURS Alliance as expressed in science policies throughout the European Research Area.

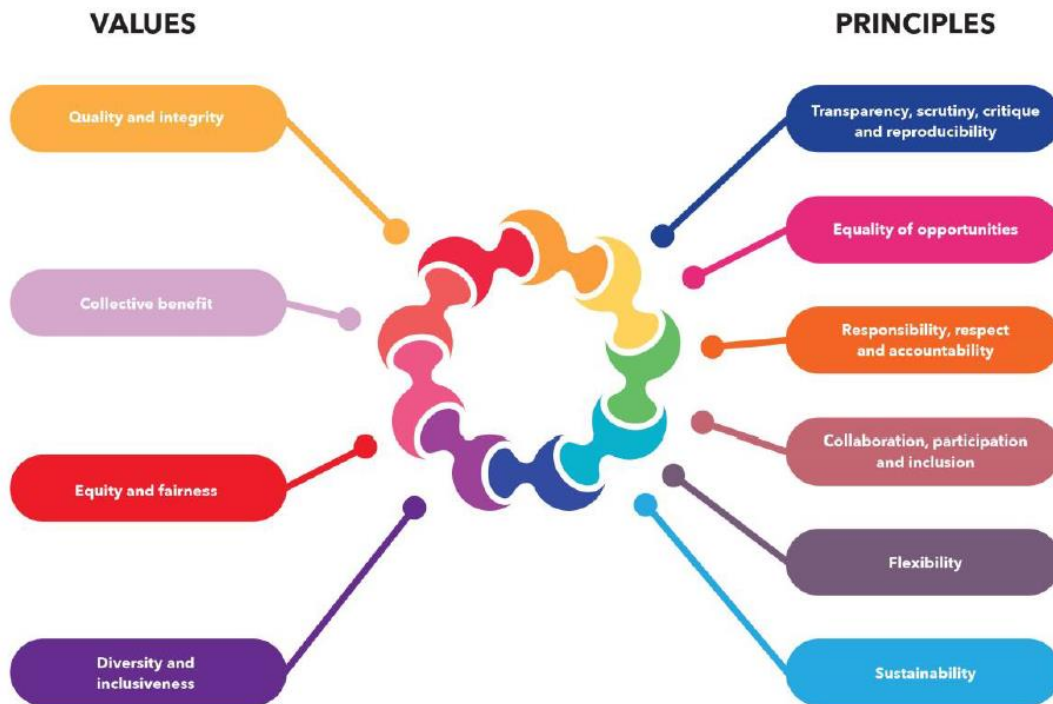


Figure 1. The values and principles shared by the COLOURS Alliance

The main strategic principles of the COLOURS communication and dissemination strategy are: differentiation of the new and the old, accentuation of the novel, quantity and quality presented in all their colours, closing the communication cycles to ensure that the audience is reached and engaged in the targeted activities, borderless community of practice, showcasing the complexity of the ecosystems and their relations, one connection by one, and as a whole.

The key objectives and the communication and dissemination strategy approaches are summarized as follows:

- to collaboratively design an applicable model for European universities to transform their education and research systems, making them more responsive to global challenges and better aligned with their regional innovation ecosystems. Universities will be encouraged to move from a “topic driven” towards a “challenge- and impact-driven” approach in research and education.
- to point out the difference COLOURS’ approach makes when compared to the current HEI systems and traditional siloed approaches. It intends to capture and point out the positioning of the challenges, topics and problems addressed by COLOURS, and showcase the trailblazing combination between the new and the redesigned old.

- to challenge and redefine the traditional notion of “Academic Excellence” by regional Smart Specialisation Strategies and thereby act as a role model in moving forward the indivisible green, digital and social transition in European regions.
- to accentuate the novelty in the COLOURS core - the triple transition: social, green and digital in all the places it is present. In the approach to identifying problems and challenges, in the approach to address them in multidisciplinary manner, in the manner COLOURS does conferences, events, activities, in the manner COLOURS conveys its governance, exploitation and outreach.
- to lower barriers to education and learning for students, staff and stakeholders in European regions. The Alliance will improve access to quality education for all, regardless of their socioeconomic backgrounds, nationality, gender or age.

The communication and dissemination principle to communicate these effects is to ensure by different means that the stakeholders and the broader European and global audience is informed and included in the processes. Not only by emitting information, but also by making sure the necessary parties have responded and joined the processes, by ensuring closed communication cycles with external and internal stakeholders.

The COLOURS Alliance will create a novel, flexible and internationally competitive inter-university campus that gives all students the opportunity for an international experience, equipping them with inter-cultural and language skills to collaborate across borders.

The dissemination activities of COLOURS are aimed at various target groups:

- **Students and Academic Staff:** To inform and involve them in the Alliance’s activities and opportunities.
- **Industry and Business Partners:** To foster collaborations and showcase the potential for innovative partnerships.
- **Policy Makers and Public Institutions:** To influence policy and support the integration of project outcomes into broader regional and national strategies.
- **General Public:** To enhance public understanding and support for the project’s objectives and impacts.

COLOURS is committed to:

- **Fostering Innovation:** Utilizing open innovation methodologies to drive social and technological advancements.
- **Promoting Sustainability:** Aligning efforts with regional Smart Specialisation Goals to ensure sustainable development.
- **Enhancing Mobility:** Increasing opportunities for student and staff exchanges to build intercultural competence and collaboration.

The Dissemination Plan will employ a variety of strategies and tools, including:

- **Digital Platforms:** A dedicated project website and active presence on social media channels to share updates and engage with stakeholders.
- **Publications:** Regular newsletters, press releases, briefs, and academic papers to disseminate findings and progress.
- **Public Engagement Events and Workshops:** Organizing conferences, seminars, workshops and other public events to facilitate direct engagement and knowledge exchange.
- **Collaborative Networks:** Leveraging the 54 Associated Partners to extend the reach and impact of dissemination activities.

Each partner university in the COLOURS Alliance will play a crucial role in the dissemination process, with specific responsibilities assigned to ensure coordinated efforts. UNIOS, as the Lead Institution supported by UKLO as the Co-Lead Institution, will oversee and coordinate the overall dissemination strategy. Partner universities will execute local dissemination activities and report on their progress, ensuring a cohesive and comprehensive approach to our communication efforts.

The success of the dissemination activities will be measured using a set of indicators. These include metrics on the number of stakeholders engaged through various channels, surveys and feedback forms to assess the effectiveness and impact of activities, and an analysis of media mentions and coverage in relevant publications. By monitoring reach and engagement, gathering feedback and participation data, and evaluating media coverage, we can ensure that our dissemination efforts are impactful and far-reaching.

The dissemination activities will be supported by allocated resources from the project's budget and contributions from associated partners, ensuring adequate funding and expertise for successful implementation.

Potential challenges include ensuring continuous and meaningful engagement from a diverse range of stakeholders, as well as managing limited resources effectively to achieve maximum impact. By addressing these challenges, we can maintain robust stakeholder involvement and optimize resource allocation for the success of our initiatives. To mitigate these challenges, the COLOURS Alliance will adopt flexible and adaptive strategies, continuously monitoring and adjusting activities based on feedback and evaluation results.

The Dissemination Plan for the Alliance is designed to maximize the visibility, engagement, and impact of the Alliance's efforts. By leveraging a comprehensive range of strategies and tools, and through the active involvement of all partner universities and associated partners, COLOURS aims to foster a vibrant and sustainable European inter-university ecosystem.

## 2. Communication and Dissemination Steps

The Dissemination Plan for the COLOURS Alliance is structured into four distinct communication steps, each designed to progressively build awareness, foster collaboration, and ensure the impactful and meaningful exploitation of project outcomes. This phased approach ensures that communication activities are strategically aligned with the Alliance objectives and milestones.

Our primary objective is to inform, promote, and communicate the activities and outcomes of COLOURS, highlighting the successful collaboration among nine partner universities within the Alliance. By engaging with a network of 54 associated partners and other stakeholders, we aim to attract top experts and empower young researchers, enhancing their careers and encouraging them to contribute their talents.

To disseminate our efforts, we focus on raising awareness among identified target audiences about the activities, objectives, approach, developments, and outcomes of COLOURS. Our goal is to make knowledge and results publicly available, maximizing the impact of our actions and ensuring that scientific findings become part of the common good.

In terms of exploitation, our aim is to effectively promote project results for societal, commercial and political purposes, addressing the challenges faced by demography, digitalisation of learning environments, societal priorities to funding focus in all regions, educational policies and, finally, the development of a proper legal framework on the European level and/or the reduction or overcoming of formal hurdles on national or local levels. We strive to respond to existing demands while contributing to broader solutions.

### 2.1. Step 1: Awareness-Raising

**Objective:** Establish initial visibility and understanding of the COLOURS Alliance and its goals among all stakeholders.

**Activities:**

- **Launch Events:** Organize high-profile events to officially introduce the COLOURS Alliance to the public, academia, industry, and policy makers.
- **Digital Campaigns:** Utilize social media, email newsletters, and the project website to disseminate information about the Alliance, its objectives, and its anticipated impact.
- **Media Outreach:** Engage with media outlets to secure coverage in newspapers, magazines, and online platforms, ensuring broad public awareness.

### **Key Messages:**

- Introduction to COLOURS Alliance and its mission.
- Emphasis on the Alliance's commitment to innovation, sustainability, and regional development.
- Highlighting the benefits of transnational collaboration in higher education and research.

## 2.2. Step 2: Paving the Way to Enhanced Inter-university Collaboration

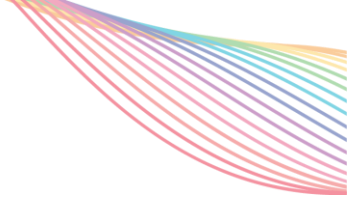
**Objective:** Build momentum for deeper inter-university collaboration

### **Activities:**

- **Workshops and Seminars:** Host thematic workshops and seminars to bring together teachers, researchers, students, and industry partners, focusing on collaborative opportunities and best practices in challenge-based education and research and innovation (R&I) through CoLabs and CoSpaces.
- **Networking Events:** Facilitate networking events to connect stakeholders across different regions and disciplines, fostering the exchange of ideas and initiation of co-creative projects in CoSpaces.
- **Collaborative Platforms:** Develop and promote online platforms (e.g., CoHub) for ongoing communication and collaboration among alliance members and associated partners.

### **Key Messages:**

- The importance of collaborative R&I and challenge-based educational programs in addressing regional and global challenges.
- Showcasing successful case studies of inter-university collaboration.
- Encouraging active participation and partnership development among stakeholders.



## 2.3. Step 3: Laying the Foundation and Driving Force for Recommendations

**Objective:** Establish a solid foundation for long-term collaboration and begin formulating actionable recommendations for policy and practice.

**Activities:**

- **Research Publications:** Publish and disseminate COLOURS success stories, white papers, and policy briefs that highlight the outcomes and recommendations derived from COLOURS Alliance.
- **Policy Dialogues:** Organize policy dialogues and roundtable discussions with key stakeholders, including policy makers, to advocate for the adoption of COLOURS recommendations.
- **Community Engagement:** Engage with local and regional communities through public lectures, open days, and participatory events to share knowledge and gather feedback.

**Key Messages:**

- Communicating the evidence-based benefits of the COLOURS initiatives.
- Advocating for policy changes that support sustainable and innovative regional development.
- Highlighting the Alliance's role as a thought leader and influencer in higher education and regional policy.

## 2.4. Step 4: Exploiting the COLOURS Model and Asserting our Expertise

**Objective:** Maximize the impact of the COLOURS model and assert the Alliance's expertise in regional innovation and higher education transformation.

**Activities:**

- **Showcase Events:** Host high-impact events to demonstrate the successful implementation and outcomes of the COLOURS model, attracting a wide range of stakeholders.

- **Scaling and Replication:** Develop guidelines and toolkits for replicating the COLOURS model in other regions and institutions, promoting widespread adoption.
- **Impact Reports:** Produce comprehensive impact reports that document the achievements and long-term benefits of the COLOURS initiatives, disseminating these reports to a broad audience.

**Key Messages:**

- The COLOURS model as a proven approach to fostering innovation and sustainability in higher education and regional development.
- Success stories and testimonials from participants and stakeholders.
- The Alliance's expertise and leadership in driving impactful regional transformation and innovation.



## 3. Stakeholder Mapping Concept and Community Building

In this section, we detail the stakeholder mapping process for the COLOURS Alliance, identifying the key groups we aim to engage through our dissemination activities. By effectively mapping our stakeholders, we can tailor our communication strategies to meet their specific needs and interests, ensuring broad awareness and engagement with the Alliance's objectives.

The primary objectives of stakeholder mapping in the COLOURS Dissemination Plan are to:

- Identify and categorize stakeholders with an interest in the COLOURS Alliance.
- Develop targeted communication strategies for different stakeholder groups.
- Foster a strong, engaged community around the COLOURS initiatives.

Stakeholders in the COLOURS Alliance Dissemination Plan can be broadly divided into internal and external categories. Each category encompasses various groups that play a critical role in the success of the project.

### **Internal Stakeholders**

- **Students:** Both undergraduate and postgraduate students who can participate in and benefit from COLOURS activities.
- **Academic Staff:** Faculty members engaged in teaching, research, and innovation within the Alliance.
- **Administrative Staff:** University administrators who support the operational aspects of the Alliance.

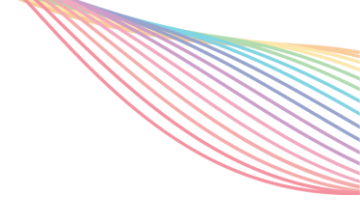
### **External Stakeholders**

- **Industry and Business Partners:** Companies and businesses that can collaborate on research and innovation projects.
- **Policy Makers:** Local, regional, and national government officials who can influence and support the policy framework for the Alliance.
- **Public Institutions:** Schools, libraries, and cultural institutions that can benefit from and contribute to COLOURS initiatives.
- **Non-Governmental Organizations (NGOs):** Organizations working on social, environmental, and economic issues aligned with the Alliance's goals.
- **General Public:** Citizens within the regions served by the Alliance who can benefit from its activities and outcomes.

The following table outlines the types of stakeholders we aim to engage and the evidence of community building for each group.

Table 1. The types of stakeholders and evidence of community of building

Type of Stakeholder	Evidence of Community Building
Primary and secondary school students	Participation in educational workshops and outreach programs, feedback from teachers and students, increased interest in STEM activities, and involvement in community science fairs and public engagement events.
Students	Increased student participation in COLOURS activities, surveys showing heightened awareness, testimonials, and engagement metrics from online platforms.
Academic Staff	Collaborative research projects, joint publications, participation in workshops and seminars, and feedback from faculty members.
Administrative Staff	Efficient management and support of COLOURS initiatives, internal communication improvements, and successful organization of events and activities.
Board of Directors of the Universities	Participation in educational workshops and outreach programmes, feedback from teachers and students, increased interest in STEM activities, and involvement in community science fairs and public engagement events.
Industry and Business Partners	Memoranda of Understanding (MoUs), joint ventures, sponsored research projects, and positive feedback from industry representatives.
Policy Makers	Policy briefs, participation in policy dialogues, endorsement of COLOURS recommendations, and attendance at COLOURS events by government officials.
Public Institutions	Collaborative programmes, joint events, educational outreach activities, and signed partnership agreements.
Non-Governmental Organizations	Joint initiatives, workshops, community projects, and positive testimonials from NGO representatives.
General Public	Media coverage, public attendance at events, social media engagement, and community feedback.



## 3.1. Community Building Strategies

Community building is a fundamental aspect of our Dissemination Plan. By leveraging social media platforms such as LinkedIn and fostering a Community of Practice (CoP), we aim to create a dynamic and engaged network of stakeholders who are actively involved in and supportive of our initiatives.

To effectively engage these stakeholders, we will employ:

- **Storytelling:** Craft compelling narratives that highlight the benefits and impacts of COLOURS initiatives, making them relatable and engaging for diverse audiences.
- **Targeted Communication:** Develop customized messages and use appropriate channels for each stakeholder group to ensure relevance and resonance.
- **Interactive Platforms:** Create and maintain online platforms (e.g. CoHub) that facilitate continuous interaction and collaboration among stakeholders.
- **Events and Activities:** Organize a range of events, such as workshops, seminars, and public lectures, to foster face-to-face engagement and build a sense of community.
- **Feedback Mechanisms:** Implement regular feedback loops through surveys, focus groups, and consultations to gather stakeholder input and adjust strategies accordingly.

Social media platforms, particularly LinkedIn, will play a pivotal role in our community-building strategy. LinkedIn, with its professional network focus, is an ideal platform to connect with a broad range of stakeholders, including academic staff, industry partners, policy makers, and alumni. Our strategy for using LinkedIn and other social media pages includes:

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Creating a COLOURS LinkedIn Page and other Social Media Profiles	A dedicated LinkedIn page for the COLOURS Alliance will serve as the central hub for sharing updates, news, and achievements. This page will regularly post content related to our projects, events, and collaborative efforts.
Engaging Content	We will produce and share high-quality, engaging content such as articles, infographics, and videos that highlight the impact of our initiatives. This content will cover various topics, including research breakthroughs, success stories, and opportunities for collaboration.
Regular Updates and Interaction	Consistent posting and interaction with followers will keep our audience engaged. We will respond to comments, participate in discussions, and encourage followers to share their own experiences and insights.
Showcasing Gender Equality and Diversity	Posts will emphasize our commitment to gender equality and diversity, showcasing initiatives and stories that highlight these values within the COLOURS Alliance.

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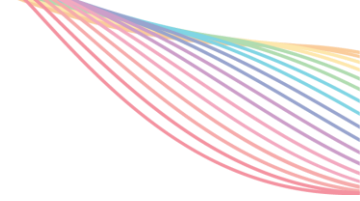
## 3.2. Community of Practice

Within the community building we will establish a Community of Practice (CoP).

CoP emerges as a collective of individuals sharing a common concern, set of problems, or passion for a particular topic. It serves as a platform for continuous interaction, enabling its members to deepen their knowledge and expertise in the field. Recognizing the value of such collaborative endeavours, the COLOURS Alliance is committed to establishing a CoP to foster collaboration and knowledge exchange among its members.

We will follow these steps to establish and ensure continued evolution of COLOURS CoP:

1. **Defining the scope and objectives:** The CoP will centre its focus on areas crucial to the COLOURS Alliance's mission, including regional innovation, sustainable development, and open innovation methodologies. Clear objectives will be articulated to steer the activities and aspirations of the CoP.
2. **Regular meetings and workshops:** Both virtual and in-person meetings will be regularly convened to facilitate discussions on ongoing projects, share insights, and strategize collaborative efforts. These gatherings will serve as invaluable platforms for members to engage with one another and cultivate robust professional relationships.
3. **Online collaboration platforms:** Utilizing online platforms such as Microsoft Teams, Slack, or a dedicated section on the COLOURS website, we will enable continuous interaction and collaboration among CoP members. These platforms will host discussion forums, resource libraries, and project management tools to support the CoP's endeavours.
4. **Thematic working groups:** The CoP will comprise thematic working groups dedicated to specific topics of interest. These groups will undertake targeted projects, conduct research, and develop recommendations aligned with the COLOURS Alliance's objectives.
5. **Sharing best practices and resources:** Encouraging the sharing of best practices, case studies, and resources among CoP members will enrich the collective knowledge base. This collaborative effort will bolster the capacity of all participants and drive innovation within the Alliance.
6. **Inclusivity and diversity:** Promoting inclusivity and diversity within the CoP is paramount. We will actively seek participation from underrepresented groups and ensure a diverse range of perspectives is incorporated into discussions and decision-making processes.
7. **Evaluation and feedback:** Regular evaluation of the CoP's activities and impact will be conducted to maintain its relevance and effectiveness. Feedback from members will be actively sought and utilized to refine the structure and activities of the CoP, ensuring its continued evolution and alignment with the needs of its members.



## 4. Target Audiences and Events

In this chapter, we outline the various target audiences for our dissemination activities and the communication strategies tailored to each group. By identifying specific audiences and crafting targeted messages, we ensure that our outreach is effective and resonates with the stakeholders most critical to the success of the COLOURS Alliance. A key component of our strategy is the emphasis on gender equality and diversity, ensuring that all voices are heard and represented in our initiatives.

Our dissemination strategy involves engaging a diverse range of stakeholders, each with unique interests and needs. The communication objectives and key messages are tailored to these audiences to maximize engagement and impact. We employ a variety of outreach channels to reach these audiences where they are most active and receptive. Emphasizing gender equality and diversity in all our communications ensures that our activities are inclusive and equitable.

Below is a table summarizing the target audiences, communication objectives, key messages, and outreach channels for our dissemination activities.

Table 2. The target audiences, communication objectives, key messages, and outreach channels for our dissemination activities.

Target Audience (WHO?)	Communication Objectives (WHAT?)	Communication Key Messages (WHAT?)	Outreach Channels (WHERE?)
Students	Increase awareness and participation in COLOURS activities	Opportunities for involvement in CoLabs and COLOURS Ecosystem projects Benefits of transnational and transdisciplinary collaboration Skill development and career opportunities Commitment to gender equality and diversity	Websites, social media, newsletters, campus events, study portals, fairs
Academic Staff	Foster collaboration and joint research initiatives	Collaborative research opportunities Access to resources and funding- Impact on regional development Emphasis on inclusive practices and diversity	Academic journals, conferences, faculty meetings, internal newsletters, email communications

Administrative Staff	Enhance support for COLOURS initiatives	<p>Importance of administrative support for project success</p> <p>Training and development opportunities</p> <p>Contribution to institutional goals</p> <p>Ensuring diverse representation in administrative processes</p>	Internal newsletters, training workshops, staff meetings, intranet
Board of Directors of the Universities	Raise awareness, foster engagement and promote endorsement	<p>Emphasize how COLOURS aligns with the university's mission, enhances academic and research excellence, and fosters innovation.</p> <p>Communicate the value of their involvement in COLOURS, including the potential positive impact on the university community and stakeholders.</p> <p>Highlight the importance of public support and policy integration for the success and sustainability of COLOURS initiatives.</p>	Internal newsletters, university website, internal emails, policy briefs, governance reports, and face-to-face meetings, press releases, public speeches, official statements, university social media
Industry and Business Partners	Develop partnerships and collaborative projects	<p>Benefits of academic-industry collaboration-</p> <p>Innovation and research opportunities</p> <p>Impact on regional economic development</p> <p>Promoting diversity in business collaborations</p>	Business forums, industry conferences, partnership meetings, fairs, newsletters
Policy Makers	Influence policy and garner support for COLOURS initiatives	<p>Policy recommendations-</p> <p>Evidence-based outcomes</p> <p>Contribution to regional and national development</p> <p>Advancing policies for gender equality and diversity</p>	Policy briefs, government meetings, public consultations, conferences
Public Institutions	Promote collaborative programs and educational outreach	<p>Benefits of collaboration with COLOURS</p> <p>Educational and cultural enrichment</p> <p>Community development</p>	Public events, community meetings, newsletters, institutional websites

		Supporting diversity in public institutions	
Non-Governmental Organizations	Engage in joint initiatives and community projects	Shared goals and collaborative opportunities Social and environmental impact Empowerment through partnership Inclusion and diversity as core values	NGO forums, collaborative workshops, newsletters, social media
General Public	Raise awareness of COLOURS activities and their benefits	Introduction to COLOURS Alliance regional and societal benefits Opportunities for public involvement and feedback Commitment to an inclusive and diverse community	Media coverage, public events, social media, press releases, project website

## 5. Visual Identity and Branding

A branding strategy for documents and project materials has been developed, ensuring cohesive alignment and guidance on overall messaging. Corporate branding fosters a sense of belonging to the COLOURS Alliance among staff and students. A comprehensive COLOURS logo and visual identity, encompassing details such as colour usage, codes, typography, graphic elements, and photography style has been developed and other branded materials, including PowerPoint presentations, memos, letterhead, visit card, virtual backgrounds, posters, report templates and other materials.

**The Dissemination Handbook** (Annex V) has been developed as part of the Dissemination Plan, providing guidelines for the use of visual identity and design suggestions for promotional and communication materials. All communication materials and tools should follow the guidelines of the visual identity. Logo use in print media needs to be cross-checked by the Institutional Communication Coordinator at the relevant university prior to publication.

Several options of the COLOURS logo have been designed for communication and dissemination activities. In the Dissemination Handbook, detailed guidelines and instructions for the use of different variations of logos are described. The COLOURS logo can be used in nine variations. The primary logo is:



Each member university within the COLOURS Alliance has its own logo designed in its respective national language, specifically intended for internal communications and communication of COLOURS related activities at national level. Below are partner university logos:





For national-level activities conducted within the Alliance's framework partners can use both the COLOURS logo and the partner university logo. This dual branding reinforces the collaboration between the Alliance and the respective partner university. The Institutional Communication Coordinator should ensure that the logo is used in a manner that respects the involved entities' branding guidelines. This includes appropriate size, placement, and visibility on materials to maintain a balanced and professional appearance.

The COLOURS logo should be used for activities co-funded by the COLOURS budget that are created based on the Alliance's objectives.

Here are guidelines for using COLOURS logo for activities and communication materials not funded by the COLOURS budget:

**General Rule:** The COLOURS logo should primarily be used for activities directly linked to the Alliance's objectives and funded by the COLOURS Budget. Using the logo for non-project funded activities might dilute the brand's association with its core initiatives.

**Staff Involvement:** If members of the COLOURS Alliance are involved in non-COLOURS budget funded activities, the COLOURS logo can be used if the activity aligns with the Alliance's objectives and goals. It is crucial to ensure that such usage does not imply false funding or support from the COLOURS budget, and Co-funded by EU logo should not be used in this case.

**Staff Costs as Proof:** If staff costs for participating in these activities are covered by the COLOURS budget, it can be considered as co-funding. In such cases, using the COLOURS logo is permissible, provided there is clear documentation showing the staff cost allocation.

The COLOURS logo serves the function of integrating also the sub-projects under the Alliance, functioning as a sub-brand within the larger brand.

The COLOURS logo can be used for public engagement events like conferences if the event aligns with the Alliance's objectives and is organized by an Alliance partner. This applies even if other partners are not involved directly. A partner university logo can be used alongside the COLOURS logo. This helps recognize the organizing institution's role and maintains consistent branding across all Alliance-related events.



## 6. Integrating COLOURS into Communication and Dissemination

### 6.1. The Website

The main COLOURS website ([www.colours-alliance.eu](http://www.colours-alliance.eu)) is structured to provide comprehensive and current information about COLOURS, including its objectives, activities, and results. All public deliverables will be available there. Website is hosted by LMU, and administrated by UNIOS, content is created by all partner universities, depending on the area of responsibility.

A dynamic and appealing landing page will be established and continually updated to reflect the progress of the COLOURS. It will deliver both general information and specific resources targeted at key audiences. In the interim, a dedicated temporary webpage has been created at the same domain, [www.colours-alliance.eu](http://www.colours-alliance.eu), until the full development of the new webpage and CoHub. The strategy for the webspace will be reviewed and updated by month 12 (M12) to ensure it meets the project's evolving needs.

Partner university websites serve as additional communication channels:

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[www.upb.de](http://www.upb.de)

[www.univ-lemans.fr](http://www.univ-lemans.fr)

[www.uclm.es](http://www.uclm.es)

[www.unife.it](http://www.unife.it)

[www.hkr.se](http://www.hkr.se)

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<https://www.ujd.edu.pl/en>

[www.unios.hr](http://www.unios.hr)

<https://uklo.edu.mk>

<https://en.venta.lv>

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All partners consistently publish updates on their respective websites, using these platforms to regularly disseminate project activities. Furthermore, a dedicated section for COLOURS will be established on each partner's website, serving as a permanent information hub and linking to the official COLOURS website.

### 6.2. Social Media

COLOURS will leverage social media to engage with diverse audiences using the most suitable tools and platforms. Effective social media activities will enhance COLOURS's visibility and support its communication and dissemination goals. Our approach involves breaking down the project into accessible, engaging content such as announcements, achievements, and notable milestones. Key content for social media includes:

- Comprehensive presentations of COLOURS through a strategic content plan,
- Promotion of activities, events, seminars, and conferences related to research and innovation,

- Updates on COLOURS Alliance milestones,
- Highlighting data and results to showcase the value of COLOURS,
- Sharing testimonials and success stories,
- Promoting relevant activities of the broader alliance.

We will create a specific editorial calendar, visual branding, and hashtags to ensure easy identification of COLOURS content.

All partners will enhance social media efforts by tagging key accounts. Several hashtags are proposed: #COLOURS, #COLOURSEUA, #COLOURSAlliance, and it is preferably accompanied by a second hashtag #EuropeanUniversities, handles for tagging are also @COLOURS or @COLOURSEUA and @EU\_Commission, and other relevant hashtags and tags to reach broader audiences and relevant European institutions.

The WP6 and WP11 Lead and Co-Lead will monitor and engage with COLOURS-related content, while partner universities are responsible to disseminate original content and interact with shared content.

Partners within the COLOURS Alliance are requested to actively participate in dissemination and communication efforts through their respective platforms, including websites, social media channels, newsletters, and emails. Utilizing their own communication channels enables partners to engage with local audiences in their native languages. Therefore, any project-related information originally produced in English for distribution across project communication channels will be translated into the relevant local languages.

### 6.3. Newsletters

Three Newsletters per year will be created including information on internal updates on project management and development, including calls for proposals, invitations to meetings and workshops, and networking opportunities, summaries of tangible, shareable, and exploitable activities, outcomes, and results for all parties directly involved in COLOURS, and updates showcasing COLOURS activities, outcomes, and results.

The Newsletters will be available on the COLOURS website and distributed to European University Alliances, other European universities, and relevant social media channels.

Efforts will be made to expand subscription lists with key COLOURS contacts, populated from member universities' contact lists in compliance with [GDPR](#). As we anticipate launching a dedicated COLOURS newsletter, the subscription form for the main newsletter will invite interest in COLOURS updates.

To comply with GDPR, newsletters will only be sent to registered subscribers, including all partners of COLOURS Alliance, communication departments, and international relations

departments. Each partner can forward the newsletter to their registered audiences according to their internal mailing strategies.

Partners are encouraged to include contents of the COLOURS newsletters in their own newsletters and dissemination channels. To increase newsletter subscriptions, partners should include calls-to-action in their mailing campaigns as appropriate.

## 6.4. Press Release

For every press release mentioning COLOURS, the WP6 and WP11 Lead should be notified beforehand; this information will be used for reporting and to ensure all target groups and policy areas are effectively reached.

Below are general guidelines for press release:

- **Structure of a Press Release:** The press release should adhere to specific guidelines regarding language, style, text length, headline, subhead, subheadings, and paragraphs. It should address the W-questions (what, who, where, when, why) at the beginning in the teaser, move from general to specific, use quotations effectively, include a boilerplate "About COLOURS," and provide a link to the website with further information at the end. Include contact details of the contact person and details of photo credits and captions.
- **Language:** As we are a European alliance, we use British English, not American English. Press releases and conferences should be produced in English language and if applicable performed in local languages. If guests are invited to press conferences from partner universities, English should be used.
- **Guidelines and Templates:** Strictly follow the guidelines for press releases from Annex II of this document and use the template with COLOURS visual identity published in the GoFast WP6\_WP11 folder.
- **Image Material:** Send image material as an attachment and embed it in a text file or PDF. Clarify image and usage rights beforehand and choose a suitable format (editorial offices usually prefer jpg, file size 1-3 MB).
- **Email Best Practices:** When sending a press release by email, copy the text into the body of the email to avoid file barriers and ensure the information reaches the editorial offices appropriately. This practice also improves cybersecurity by avoiding attachments that could contain malware.
- **Email Recipients:** When sending by email, put the recipients in blind copy (bcc) and colours@unios.hr in cc.
- **Copyright Compliance:** Media content is generally protected by copyright, including texts and photos in print editions, as well as content from online magazines, websites, or social media. Do not copy any content, including individual sentences, from other media or websites.

WP6 and WP11 will also write press releases at key points in the project's development and send them to external stakeholders. Drafts of press releases will be circulated to the relevant Work Package Leaders and CIOs for review and comments by Institutional Communication Coordinator. If a partner's work is mentioned in the press release, that partner will be informed and must approve the content.

Each press release will highlight a key message about the project's work to generate interest in the project's activities among other organizations. To increase readership, press releases will also be published on the COLOURS website, and partners will be encouraged to share them on their own webpages.

A series of policy briefs will be published to outline the key learnings and recommendations of the project, specifically targeting two main groups: policy makers and experts. These briefs will be formatted to effectively and clearly disseminate the project's messages, providing concise materials that highlight the project's insights and recommendations in a visually appealing format.

## 6.5. The Policy Briefs, Leaflets and Fact Sheets

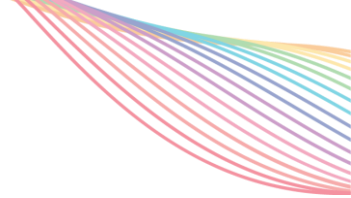
A series of policy briefs will be published to outline the key learnings and recommendations of the project and COLOURS Alliance, specifically targeting two main groups: policy makers and stakeholders. These briefs will be formatted to effectively and clearly disseminate the project's messages, providing concise materials that highlight the project's insights and recommendations in a visually appealing format. Strictly follow the guidelines for policy briefs from Annex III of this document and use the template with COLOURS visual identity published in the GoFast WP6\_WP11 folder. For every policy brief mentioning COLOURS, the WP6 and WP11 Lead should be notified beforehand

Throughout the project, leaflets and informational fact sheets will be prepared in digital format in English and/or local languages and made available on the COLOURS and partners university website, as well as in hard copy for distribution at workshops, events, and conferences. This approach will help disseminate the policy content to the general public.

Various dissemination materials will be used to effectively communicate and share the outcomes and insights of the COLOURS Alliance with diverse audiences:

- **Flyers, Posters and Leaflets** are very useful for communicating basic information on the COLOURS and can also serve as an invitation to a particular event (e.g. workshop, conference).
- **Brochures**, bigger than the leaflets, should be available in both hard copies and digital formats, that detail COLOURS outcomes. These materials can be distributed at conferences, workshops, or other relevant events to enhance understanding and dissemination of the project results.

- **Infographics** are visual representations of data, facts, or concepts designed to simplify complex information, making it more accessible and engaging for the audience. They will be shared on websites, social media platforms, and included in presentations.
- **Videos** are multimedia materials that highlight project achievements, feature interviews, and present other relevant content. They effectively capture the audience's attention and convey information in an engaging and memorable way, making them particularly suitable for sharing on social media platforms and websites.
- **Presentations** are slide-based formats or slide decks used to deliver comprehensive project updates, findings, or informative sessions at events, workshops, seminars, and other gatherings. They are meticulously crafted to communicate complex information clearly and engagingly, showcasing the project's progress and outcomes in a visually appealing and structured manner, thereby facilitating effective knowledge transfer and dissemination.



## 7. Promotional Products and Outreach Activities

Promotional products should engage multiple senses and be accessible to everyone. Key elements include using humour, creating something extraordinary, employing simple language, adopting an interdisciplinary approach (e.g. involving young artists), embracing diversity, and reaching the target audience in their everyday lives. It's crucial to emphasize that face-to-face communication remains essential for effective dissemination.

Ensure to engage in social interactions not only in formal settings but also during informal gatherings. Moreover, communication should be interactive and adaptable, enabling direct feedback and addressing scepticism and criticism effectively.

Proposals for promotional products, communication materials and design solutions for their creation can be found in the **Dissemination Handbook** (Annex V).

This chapter covers the scenario of partner university staff that will publish news or information regarding COLOURS in their local channels, e.g. external website or social media. Term "Local" is used in this chapter for actions taken in each of the partner universities of COLOURS.

The overall dissemination and communication activities of the COLOURS Alliance should be complemented with local communication strategies and plans that address more specific target groups and channels that go hand in hand with existing communications policies of the local partner university.

Below is a table with examples of usage of promotional products and outreach activities:

Table 3. Examples of usage of promotional products and outreach activities

Materials	Content
Brochures	Info Brochure
	CoLab and CoSpace activities and events
	Summer schools, BIPs, Joint study programs and diplomas etc.
Roll-up Banner and Beachflags	General
	For Schools
	For specific events depending on topic and COLOURS conferences
Templates	PPT to present COLOURS in general
	Word templates for agendas, minutes, memos, press release, deliverables, posters, invitations, accreditation cards, certificates etc.
	Virtual backgrounds for online meetings
	Policy Guidance for Regional Transformation for policy makers with recommendations for regional governments and local authorities to replicate successful processes and implement participatory components
Video	Corporate video
	Documentary of COLOURS

	<p>Testimonials of COLOURS students</p> <p>Videos from events</p> <p>Short videos (Reels, Teasers)</p> <p>Live broadcasting</p>
Photos	Professional photos from different COLOURS events and partners institutions, including photos of academic and non-academic staff, students and stakeholders for social media, website, events, media (articles, press releases)
Digital Visuals	<p>General infographic</p> <p>Digital visuals are customized to reflect the branding of each event and initiative</p> <p>Photo backdrops to serve as representative backgrounds for events.</p>
Merchandise	Our goodies are prioritized to be sustainable and related to COLOURS strategy goals and values

## 7.1. Producing Posts and Content

These guidelines for posting can be adopted for external website posts and intranets as well as different channels on social media. Create engaging and relevant posts that highlight the Alliance's accomplishments and activities. These posts can include images, videos, infographics and links to more information.

### Target Audience:

- Students and researchers.
- Staff of participating universities.
- Local and regional community.
- European institutions and general public.

### Tone:

- Professional and positive.
- Enthusiastic and motivating.
- Accessible and inclusive.

### Key Messages:

#### Innovation and Impact

The COLOURS approach integrates Open Innovation, challenge-based teaching, and impact-driven research to advance regional Smart Specialisation Goals.

Social and technological innovations from COLOURS will benefit over 21 million citizens.



## **Commitment to Excellence and Transformation**

COLOURS universities are committed to transforming academic institutions, redefining academic excellence with a more dynamic and innovative approach.

These universities serve as regional innovation leaders, promoting sustainable and participatory development across Europe.

## **Triple Transition: Green, Digital, and Social**

The COLOURS initiative supports the green, digital, and social transitions of European regions.

Organisational and institutional changes driven by COLOURS will enhance territorial resilience and innovation capacities.

## **Student and Stakeholder Engagement**

63 CoLab innovation processes will engage over 3,000 students and stakeholders in collaborative projects.

27 student Hackathons will promote co-creation and innovative problem-solving.

## **Integration into Curricula**

10 IMAGINE events and 90 open internship projects will embed challenge-based research and education into existing curricula.

27 challenge-based seminars will offer multidisciplinary learning experiences.

## **Expanded Educational Opportunities**

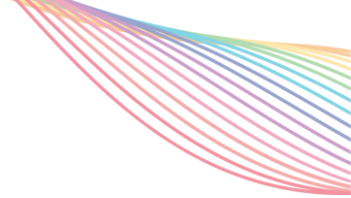
At least 10 double degree programmes, 3 joint degrees, 36 field studies, 8 summer schools, and a digital CoHub will broaden educational and learning opportunities.

70,000 students and staff will engage in multilingual events.

## **Public Engagement and Outreach**

36 challenge-based school sessions will involve over 1,000 learners, fostering early engagement with innovation.

108 public engagement events will reach over 1.5 million citizens, promoting widespread community involvement.



### Calendar of Events:

- Regular postings
- Increased frequency during special events and campaigns

### Content Proposals:

- **News and updates:** Share the latest news and updates about the Alliance. This could include new members, academic achievements, upcoming events, etc.
- **Success stories:** Share success stories of students and faculty within the Alliance. This could include academic achievements, successful research projects, awards and recognitions, etc.
- **Events:** Announce upcoming events and share live updates of ongoing events. This could include conferences, workshops, webinars, etc.
- **Educational content:** Share relevant educational content. This could include blog articles, infographics, educational videos, etc.
- **Community participation:** Encourage community participation by asking followers to share their own experiences and thoughts. This could include questions, polls, contests, etc.
- **Collaborations and partnerships:** Highlight any collaborations or partnerships with other institutions or organizations.
- **Visual content:** Use engaging visual content, such as photos, infographics and videos, to capture the attention of followers.

### Tools:

- Hootsuite, Buffer or similar tools designed for social media management.
- Google Analytics provide web analytics and insights into website traffic and user behaviour.

### Channels

Below is listed how local channels could be related to COLOURS content.

#### 1. **A partner's university websites**

On the websites of the partner universities, information regarding the COLOURS Alliance should be presented in the local language. One or several pages should also be published in English. COLOURS logotype and EU logotype should be visible on all these pages.

#### 2. **News items on COLOURS website**

Publish news regularly on the official website of the Alliance and participating universities. Local news items should, if applicable, be posted on partners' university websites in local languages. Translations to English with relevant links of chosen news items that can be of global interest should be delivered by the Institutional Communication Coordinator to WP6 and WP11 Lead and Co-Lead for publication on COLOURS website.

The news items can be shared on social networks to increase its reach. The news will highlight the objectives, activities and benefits of the Alliance. High-quality images and videos should be included.

When several partner universities are involved in a news story, news is published on each partner's website in the local language. One news story in English will be published on COLOURS website, summarizing all local news.

### 3. **Local intranet**

On partner university intranets, information and news items are presented in local languages, with links either to local external website or directly to COLOURS website, depending on type of content. COLOURS and EU logotypes should be visible on all these pages.

### 4. **Social media**

In partners' social media channels, content will be produced in local and/or English language. Information on relevant posts should be translated into English and delivered by the Institutional Communication Coordinator to WP6 and WP11 communication manager and Lead and Co-Lead for posting on official COLOURS social media channels. Re-posting of relevant posts from COLOURS channels should be done also in partners' social media channels.

Each Institutional Communication Coordinator should establish a plan for social media outreach, including frequency of posts, type of content to share (e.g., news, events, achievements) and best practices for interacting with followers.

**Objective:** Increase awareness and participation in the COLOURS Alliance through social networks.

#### **Social media channels:**

Partner University decide depending on the channels already in use, but suggestions are:

- LinkedIn
- Facebook
- Instagram
- X (Twitter)
- YouTube

#### **Hashtags definition and usage**

Aside from hashtags that are relevant for the specific post, hashtags #COLOURS, #COLOURSEUA and/or #COLOURSALLIANCE should always be used on local posts in social media.

**Main hashtags:** #COLOURS, #COLOURSEUA, #COLOURSAlliance, #EuropeanUniversities

**Secondary hashtags:** #Eu\_Commission, #Education, #Research, #Innovation, #ODS, #Sustainability, #ClimateChange, #Europe

### **Referencing**

Include references if applicable to relevant and reliable sources to support any claims or data shared.

### **Crowdsourcing** (bottom up, automatised takeover)

Encourage the participation of Alliance members (students, faculty, staff) in the creation and dissemination of content. This may include sharing their experiences, accomplishments and perspectives.

The COLOURS community will be encouraged to share content on social media using the hashtag #COLOURS. The best user-generated content will be selected and shared.

### **Disclaimer**

Include an appropriate disclaimer in all dissemination and communication actions to avoid misunderstandings or legal problems. Clarify that the views expressed are those of the authors and do not necessarily reflect those of the COLOURS Alliance.

### **Proofreading**

The Institutional Communication Coordinator together with WP6 and WP11 Lead and Co-Lead should regularly review the outreach strategy and make adjustments as needed based on publication performance and audience feedback. The Institutional Communication Coordinator translates the announcements from official COLOURS website to local language, and publishes on relevant partner university website.

### **Recording a Log for the Dissemination Item**

Maintain a record of all outreach activities for future reference and to measure the impact of outreach initiatives by using the sheets proposed in Annex IV. Institutional Communication Coordinator should gather and publish all outreach activities in GoFast WP6\_WP11 folder in [Publication hub](#) subfolder.

### **Onboarding Collaborates**

Encourage collaboration among Alliance members in the dissemination of information and news. All interested parties, especially associated partners, will be invited to collaborate in the dissemination of the COLOURS Alliance.

### **CROSS-stakeholder Joint Announcements**

Coordinate with all interested parties (member universities, sponsors, partners, etc.) to make joint announcements on important achievements, events and other news.

## 8. Communication and Dissemination Actions

All community building, outreach, and dissemination efforts must incorporate COLOURS overarching theme of diversity and inclusion. Inclusive language must be employed in content creation, and communication channels should be chosen based on their suitability for the audience. Messaging directed at students should be both inclusive and empowering. COLOURS WP5 and WP10 will promote the use of inclusive language and accessible communications. Below is the table with keys to successful dissemination and communication:

Table 4. Keys to successful dissemination and communication

Engage and Connect the Target Group	Establish effective dissemination channels and use them to exploit the products. Create feedback loops that impact the project.
Assign Clear Roles and Tasks	Ensure partners have clearly defined tasks and a division of labour to streamline dissemination efforts.
Dissemination Goals	Target dissemination and communication efforts according to four phase concept.
Timeline and Focus	Develop a dissemination timeline that emphasizes different focuses at different times.
Creativity in Engagement:	Introduce the project creatively to target groups. Encourage imagination rather than just presenting texts.
Structured Dissemination Plans	Maintain a well-structured Dissemination Plan.
Spread Enthusiasm	Dissemination should highlight the product and aim to generate excitement and enthusiasm.
Tailored Strategies	Use different strategies for each target group if there is more than one.
Methodologies and Products	Disseminate methodologies as well as final products.
Adapt to Current Needs	Continuously adapt the strategy to meet current needs.
Ensure Accuracy	Make sure all information is accurate.
Patience and Persistence	Be patient and enduring in your dissemination efforts.
In-depth Dissemination	Focus on quality and depth, not just surface-level information.
Broad Reach	Aim to reach a wider audience beyond just the target group, if possible.
Involve Policy Makers	Engage policy makers in the dissemination process.
Expert Knowledge	Ensure thorough understanding of the subject matter.
Face-to-Face and Media Combination	Use face-to-face dissemination in combination with other media.
Combine Tools and multiple channels	Employ and combine different communication tools channels for maximum impact

The COLOURS Alliance will participate in and organize various public engagement events to support communication efforts and increase COLOURS' visibility. This will allow a wider community to benefit from our experience and results. By widely sharing research outcomes with relevant external target groups such as research communities, European University Alliances, European Universities, and policy makers, we aim to extend our reach and impact.

### **Public Engagement Activities**

Each CIO will oversee public engagement activities in their respective regions, aiming to reach at least 6,000 citizens through 108 events (12 events per region). These events will celebrate, share, and discuss the results and impact of the entire COLOURS Alliance with the local community. Formats for these events will be collaboratively developed with Associated Partners and students of the Alliance. Examples of such public engagement activities include:

**Science Cafés:** Moderated discussions in a casual surrounding like a pub or a cafe. One or two scientists give a short introduction to a selected topic and the moderator then opens the discussion to everyone who attends.

**Fishbowl Discussions:** Conducted in regional museums, libraries, theatres or schools, the audience is invited to sit in a circle of chairs. In the middle of this round is an inner circle with 3 chairs for a facilitator and 2 experts plus 1-2 empty chairs. The experts open the discussions on a defined topic. During the event, participants from the outer circle can move into the inner circle to participate in the discussion from one of the chairs.

**Lunch Lectures:** A format in which a discussion is set during lunchtime for the working society to be able to participate and receive new insights into the progress and results of the COLOURS Alliance's activities.

**Walkshops:** Participants walk in fresh air, discussing a certain topic and carrying out activities

Alliance partners may implement alternative activities like Virtual Exchange courses, Virtual Journey Week and other events within similar organizational and financial scopes as the suggested events. They will have access to the European Public Engagement Platform, which features approximately 80 engagement formats fostering dialogue between science and society.

### **Annual Conferences**

COLOURS will host four annual conferences as physical gatherings for reflection, discussion, and development of the transformation process. These conferences are open to all consortium partners and interested guests, including representatives from other European University Alliances. Each university can invite up to four Associated Partners from the Quadruple Helix to attend. Whenever feasible, COLOURS will schedule working groups or trainings around these conferences to enhance project synergy and minimize travel. Regional government officials and policy makers interested in Open Innovation processes will also be invited. The two-day conference will be complemented by local campus events across Alliance campuses to review and analyse outcomes, promoting COLOURS as a model for international higher education.

## 8.1. Dissemination-oriented Platforms and Tools

Through the promotion of our academic programmes on study portals, we consolidate our marketing initiatives and enhance our visibility among one of our key target audiences, prospective students. We will utilize also other EU-approved or suggested tools and platforms used by other previous EU - funded projects, like:

<https://open-research-europe.ec.europa.eu>

- an open access, publishing platform for scientific papers for Horizon 2020 and Horizon Europe beneficiaries, including an open peer review and article revision.

<https://ec.europa.eu>

- an interactive knowledge platform where you can extract statistics and data on EU research programmes
- for showcasing your research results, finding collaboration opportunities and getting inspired by the results of others.
- provides additional support, including testimonials and interviews from project participants that have succeeded as entrepreneurs
- free consulting services including a portfolio dissemination and exploitation strategy, business plan development and go-to-market support

<https://www.hsbooster.eu>

- supports Horizon Europe and Horizon 2020 projects to contribute to standardisation in Europe and beyond.

<https://www.innoradar.eu>

- an initiative that identifies high-potential innovations, based on a data-driven methodology, and assists EU-funded researchers and innovators in reaching the market with their innovation.

We will target national study portals like [educations.com](http://educations.com), [masterstudies.com](http://masterstudies.com), [studyportals.com](http://studyportals.com), [educations.com](http://educations.com) and other relevant portals.

Participation in fairs (like Higher Education Fairs, EAIE; Trade fairs, and Science and technology fairs) will serve as a powerful recruitment strategy, enabling us to engage with prospective students and furnish them with essential information regarding programmes, admission criteria, and pertinent details. Involvement in fairs not only fosters the establishment and reinforcement of brand identity but also contributes to bolstering our reputation for academic distinction and innovation.

By using diverse marketing platforms including Google Ads and/or META (Worldwide), outdoor advertising, online portals, and magazines, we will effectively broaden our target audience and amplify our outreach efforts.





## 8.2. Timeline of Activities

Using the project activities outlined in each work package (WP), the tables provided below detail the priorities for community building, outreach, and dissemination. These timelines are subject to change based on the individual circumstances of each work package.

### WP1

The objectives of this work package are:

Ensure a strategic, agile, and inclusive governance structure that promotes openness, mutual respect, and broad participation among partner universities and Quadruple Helix stakeholders, facilitates innovative processes in university operations, empowers students, aligns activities with the Alliance's vision and grant requirements, fosters continuous improvement within the COLOURS community, and develops sustainable practices in collaboration with WP6 & WP11.

Activity	Timing	Target audience	Delivery Channel
Alliance Kick-off Meeting	M3	Internal External	GoFast, social media, website, press release

### WP2&7

The objectives of this work package are:

Provide new digital infrastructures to support joint educational offers, research activities, community building, and communication in native languages across campuses; facilitate students' study and mobility planning in transdisciplinary, multilingual settings; integrate curricula for Open Academic Itineraries and innovative degree paths; create research and entrepreneurial opportunities through digital and physical co-creation spaces; implement micro-credentials to recognize and promote voluntary involvement in educational ventures and lifelong learning.

Activity	Timing	Target audience	Delivery Channel
Technologies to support seamless communication, collaboration and mobility between students, teachers, researchers and staff	M3-6	Internal	GoFast, CoHub, email list
Recommendations for the evolution of authentication systems	M5-14	Internal	GoFast
Implementation of a multilingual translation platform for synchronous video sessions	M12-24	Internal	GoFast
Clarification of mutual recognition and compliance with national regulations, including GDPR	M2-4	Internal	GoFast
Implementation and piloting of the catalogue	M10-24	Internal	GoFast



COLOURS Global Classroom	M3-48	Internal External	Website, social media, leaflet, multilingual language events, fairs, research conference
Development of resources of COLOURS global classroom	M25-M48	Internal	GoFast, CoHub
COLOURS Pedagogical Support Centre - Dissemination of new innovative courses as good practices within the Alliance	M5-48	Internal External	Website, social media, newsletters, press release, brochure
COLOURS wallet of knowledge and skills - a system of micro-credentials	M9-48	Internal External	GoFast, CoHub, website, social media, leaflet
Full integration of catalogue/automatic recognition of courses	M28-48	Internal	GoFast, CoHub

### WP3&8

The objectives of this work package are:

Transform partners' educational models into a joint Open Education (OE) framework for challenge-based learning; develop learners' skills to drive transformative innovation regionally and globally; align curricula for Open Academic itineraries and innovative degree paths; create research and entrepreneurial opportunities through co-creation spaces; implement micro-credentials to foster lifelong learning and employability; support entrepreneurial skill development and regional impact; network with stakeholders for challenge-based education; and promote COLOURS multiculturalism and international collaboration in school education.

Activity	Timing	Target audience	Delivery Channel
COLOURS Open Education strategy and model	M1-12	Internal External	Website, social media, press release, newsletter, policy brief, brochure, CoHub
Network with regional stakeholders regarding Open Education	M1-48	External	Website, social media, press release, brochure, business forums, industry conferences, partnership meetings, fairs, newsletters, CoHub
Publish monthly briefing - an overview of all the calls for participation and the latest COLOURS Open Education projects and achievements	M13-24	External	Briefs
Development of double and joint degree programmes	M16-24	Internal	GoFast, CoHub
A list of micro-credential courses in a co-creation process with regional stakeholders	M3-12	Internal External	Website, social media, press release, brochure, fairs, conferences, CoHub
Development and implementation of Open Education internship project	M13-24	Internal External	Website, social media, fairs, conferences, CoHub

Promote COLOURS school-university transition	M13-24	External	School visits, seminar, leaflets, social media
Challenge- Based Field Studies	M6-48	External	School visits, seminar, leaflets, website, social media
COLOURS summers schools	M10-48	External	Website, social media, leaflet, campus events, study portals, fairs
Improvement of the strategy for joint challenge-based programmes	M25-48	Internal	GoFast
Contribute to the region's Smart Specialisation Strategies through challenge-based Internship Projects	M30-48	Internal External	Website, social media, press release, brochure, business forums, industry conferences, partnership meetings, fairs, newsletters, CoHub
COLOURS challenge-based seminars at each university and challenged based seminars at schools	M32-48	Internal External	School visits, seminar, leaflets, social media, public events
Challenge-based research and PhD programmes	M25-48	Internal External	Website, social media, press release, brochure, business forums, research and industry conferences, partnership meetings, fairs, newsletters, CoHub

#### WP4&9

The objectives of this work package are:

Create research and entrepreneurial opportunities through digital and physical co-creation spaces; support entrepreneurial skill development and idea commercialization for impact OF Open Education on transformative innovation; network systematically with regional stakeholders, including Quadruple Helix partners, for challenge-based education implementation; facilitate Open Academic Itineraries by aligning curricula and double/joint diploma paths to deliver innovative transdisciplinary degrees.

Activity	Timing	Target audience	Delivery Channel
Ensure participation of multiple actors in the CoSpaces in transdisciplinary teams, following the COLOURS EDI Policy through advertisement and promotion	M7-42	External	Website, social media, press release, brochure, business forums, research and industry conferences, partnership meetings, fairs, newsletters, CoHub
Showcasing regional innovation initiatives and regional research projects, enable collaboration and networking	M6-24	External	Website, social media, press release, business forums, research and industry conferences, partnership meetings, fairs, newsletters, CoHub
Promote COLOURS Student Entrepreneurship Centre	M6-48	Internal External	Website, social media, press release, brochure, business forums, research and industry conferences, partnership meetings, fairs, CoHub
Run CoLabs as annual events in the field of the Triple Transition	M13-48	External	Website, social media, leaflet, public event, newsletters

Encourage students' engagement and participation in Hackathons	M12-48	Internal External	Website, social media, leaflet, public event
Develop COLOURS CoHub to a virtual community of innovators	M25-48	Internal External	Website, social media CoHub

## WP5&10

The objectives of this work package are:

Address barriers to higher education access for underrepresented groups; promote equity and inclusion in research; establish an Equality, Diversity, and Inclusion (EDI) campus; prevent violence against marginalized groups through dialogue and good practices; apply EDI principles within the Quadruple Helix framework; align curricula and double/joint diploma paths to facilitate Open Academic Itineraries and deliver innovative transdisciplinary degrees.

Activity	Timing	Target audience	Delivery Channel
EDI - IMAGINE seminars	M1-12	Internal External	CoHub, Website, leaflet, social media
COIL event	M6-12	Internal External	CoHub, Website, leaflet, social media
Hybrid meeting with the representatives of minority groups	M6	Internal External	CoHub, social media
Hybrid meetings with partner universities representatives to evaluate how EDI works at their university	M12-24	Internal External	CoHub, social media
Regular meetings of EDI research group	M7-48	Internal External	CoHub, social media
Implement the EDI courses/training, EDI winter/summer schools facilitated by cross-university tandems	M30-42	External	Website, social media, leaflet, campus events, study portals, fairs
Conduct programme of other EDI events	M25-48	External	Website, social media, leaflet, campus events, study portals, fairs

## WP6&11

The objectives of this work package are:

Ensure visibility of the COLOURS model for responsible innovation by sharing activities with stakeholders, citizens, researchers, media, policy makers, sponsors, and funding agencies; connect with European higher education (HEI) ecosystems for knowledge transfer and international exchange; engage local citizens in regional innovation ecosystems through public activities; and develop a long-term plan for sustainable implementation beyond the funding period, including good practices, infrastructures, and funding models.

Activity	Timing	Target audience	Delivery Channel
COLOURS Dissemination and Data Management Plan	M1-6	Internal External	GoFast, CoHub,
Launch the COLOURS website in collaboration with WP2&7 and expand the website	M6-48	External	Website
Develop continuously update content for website and social media	M3-48	External	Website, social media
Promote COLOURS Alliance	M3-48	External	Websites, social media, newsletter, brochure, fact sheets, leaflet, press release, policy briefs, regional, national and international conferences and events, forums, digital platforms, press conferences
Press conferences and press releases at global and local levels using partners' contacts, websites, e-news, local press, etc. to engage local audiences in the native languages of the Alliance thus ensuring pan-European communication level	M4-24	External	Emails, websites, e-news, press release, press conferences
Create COLOURS community building through virtual knowledge exchange platforms and in-person meetings at conferences	M1-48	Internal External	Websites, social media, newsletter, brochure, leaflet, regional, national and international conferences and events, forums, digital platforms, press conferences, CoHub
2 Online networking events per year to share good practices and exchange ideas on a European level	M12-24	Internal External	Websites, social media, email, GoFast
Support a series of public engagement events in all nine COLOURS regions	M9-48	External	Websites, social media, newsletter, leaflet, regional, national and international conferences and events, forums, digital platforms, press conferences, CoHub
Annual conferences	M7-48	Internal External	Websites, social media, email, press release, GoFast
Communication toolkit according to the FAIR principle	M25-48	Internal External	One-pager fact sheets, email, social media, website, GoFast

An online workshop on the model for regional responsible and transformative innovation	M25-35	regional partners and experts in regional studies, other European Universities and other representatives, stakeholders, associated partners, policymakers	CoHub, website, social media, email
Showcase the COLOURS model to other regions in the EU and beyond	M42-48	regional partners and experts in regional studies, other European Universities and other representatives, stakeholders, associated partners, policymakers	Policy brief, press release, newsletter, website, social media, public events, email

## 9. Communication Responsibilities and Internal Processes

Within the COLOURS Alliance, Work Package (WP) Leads/Co-Leads and COLOURS Implementation Officer Leads (CIOs) share information about their activities with the Institutional Communication Coordinator and Student Chief Ambassador (team members of WP6 and WP11). These coordinators and ambassadors sift through and refine the information before passing it on to the WP6 and WP11, consisting of all Institutional Communication Coordinators, the Student Chief Ambassador, the Lead and Co-Lead of WP6 and WP11, the web administrator, and the communication manager. The Lead of WP6 and WP11 actively engages with the CIOs and the Work Package Leads to ensure seamless information flow (Figure 2).

UNIOS as WP6 and WP11 lead with support of UKLO as a Co-Lead will be responsible for the overall COLOURS dissemination and outreach activities, the CIOs will undertake these activities at the regional level. CIO will strive towards continuing interaction through the CoHub platform between the COLOURS community and stakeholders as well as implementing public engagement activities beyond the funding period (Excerpt from the Grant Agreement). The necessary announcements and calls for action will be included on the COLOURS website, so that all partners and other interested parties can access and use the relevant information.

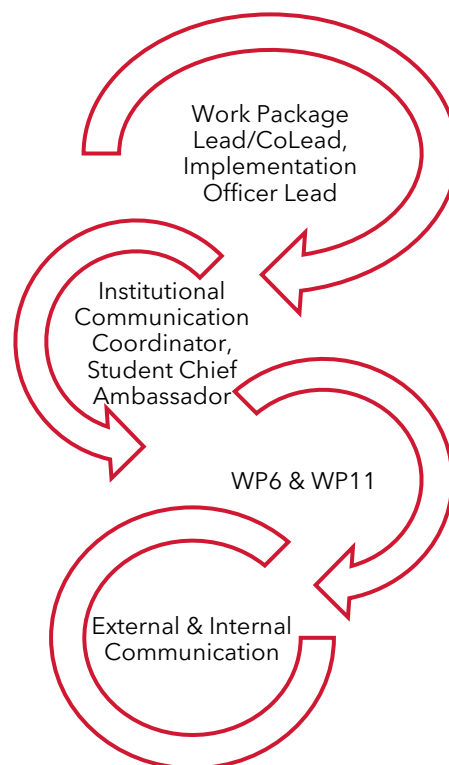


Figure 2. Communication workflow and internal processes

Communication occurs through channels such as email, online meetings, and GoFast, the project's cloud storage platform hosted by LMU. Collaboration tool GoFast is the main collaboration tool for the Alliance, it will be used for collaboration work, stocking documents and sharing activities. It will also be used for internal communication.

The WP6 and WP11 team processes information by assessing, filtering, and tailoring messages in various formats (text, video, graphics) to suit different channels and audiences, aligning with the communication strategy and goals. For significant activities, events, or offerings, communication campaign plans are devised.

If the processed information is for internal use, the WP6 and WP11 distribute it to partner universities through Institutional Communication Coordinators, who adapt it to their channels and languages as necessary. For external audiences, the WP6 and WP11 utilizes COLOURS communication channels, including the website and social media platforms.

Additionally, the WP6 and WP11 initiates brand-building activities to enhance awareness of the Alliance and target specific audiences. It also plans to develop centralized technical services like graphic design and content management, conduct training workshops on communication and dissemination, and introduce communication campaign management tools. These efforts aim to provide a more comprehensive and unified communication and dissemination service for the Alliance.

WP6 and WP11 Lead and Co-Lead will develop and establish centralized technical services, including graphic design and content management, and the utilization of communication management tools and merchandise. This initiative will ensure a more comprehensive and harmonized communication and dissemination service for the Alliance, allowing partners to develop branding materials, utilize and develop solutions within their institutions with their own designers.

## 10. Evaluation and Monitoring

Effective dissemination requires the active collaboration and involvement of all partners, so each partner will dedicate time to dissemination and communication activities. Partners will support dissemination efforts by:

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**Encouraging to subscribe** to the COLOURS newsletter and follow COLOURS on its website, LinkedIn, Twitter, and YouTube.

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**Adding a dedicated page or section on partners websites** that describes COLOURS and redirects readers to the project website, which will enhance COLOURS's visibility on search engines like Google.

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**Distributing COLOURS** leaflets, reports, and other materials.

---

**Creating and delivering dissemination actions** that mention the project or focus specifically on COLOURS, including the logo and links to the COLOURS website and social media pages, and sharing it within the Alliance and whole HEI ecosystem.

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**Leveraging their organization's communication tools**, such as websites, newsletters, and social media accounts, to disseminate COLOURS information.

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**Keeping detailed records** of all presentations and dissemination activities for EC reporting purposes.

We will employ a combination of quantitative and qualitative success indicators to monitor communication activities. These evaluations will gauge the extent to which communication objectives have been met. To assess the efficiency and effectiveness of dissemination activities, we have established a specific set of key performance indicators (KPIs) for the four-year funding period (Table 5). In case of discrepancies or doubts regarding interpretation, the Grant Agreement will prevail.

Key Performance Indicators (KPIs) will be tracked by recording all communication and dissemination activities in dissemination assessment sheets, which are available in Annex IV of this document. The progress of communication and dissemination outreach and accomplished target KPIs will be assessed biannually.

The main metrics for monitoring social media KPIs, web analytics and insights into website traffic on the level of partners and as COLOURS, have started to be monitored at the beginning, to capture the 'as is' situation, and will be continuously monitored along the timeline. The sheet has been published on GoFast under WP6\_WP11 folder in [Web and social media metrics](#) subfolder. The initial data was gathered at the beginning of the first year and it should be updated biannually each year during project lifetime by Institutional Communication Coordinators for local channels, and by WP6 and WP11 Lead and Co-Lead for COLOURS channels.





Table 5. Key performance indicators to monitor communication activities

Objectives	Provisional strategies	KPI1	KPI2	KPI3
Ensure visibility of the adaptable COLOURS model	Offline and online outreach	Online reach, on all channels 500,000+ Follower	500+ newsletter subscribers; 3+ press releases p.a.	5000 website visits p.a.
Share COLOURS' activities with a wide range of stakeholders, citizens, researchers, and journalists	Messages and outputs disseminated via COLOURS' channels	Annual social media activities: 100+ FB and Instagram posts, 150+ tweets & 30+ LinkedIn posts	Min. of 20 videos (Introductory video of COLOURS Alliance and videos showing the partner institutions and/or activities)	50+ news published on new and traditional media
Engage target audiences	Offline- and online outreach, building on specific topics	300+ targeted emails per year	108 public engagement events, 12 per Alliance partner	Final Conference inviting up to 200 external partners and stakeholders
Develop comprehensive set of materials to ensure delivery of results	Attractive design, products tailored to consortium's needs	3+ newsletters p.a.	At least 20 videos connected to challenge-based education	Website section with COLOURS knowledge products

## 11. Data Management Plan

This Data Management Plan (DMP) is a dynamic document, continually updated throughout the project duration. The deliverable details the methods for data collection, production, and utilization within the COLOURS Alliance. It also explains the procedures for data sharing, accessibility for reuse and further exploitation, and the processes for curation, preservation, or deletion when necessary. COLOURS Alliance will ensure compliance with GDPR and national regulations, adhering to the FAIR principles to manage data legally and ethically.

### 11.1. Data Summary

The COLOURS Alliance will collect various datasets, primarily consisting of administrative data held by member universities of the Alliance. These datasets will be categorized into the following groups:

- Personal data of researchers and university staff (e.g. research area, position, training capacity, research tasks, publications, projects).
- Data on infrastructures and services in partner universities (e.g. type of equipment, accreditation, contact persons, availability of internal or external services).
- Data on research and innovation projects (e.g. content, types of projects, project partners, funding modalities).
- Research data (e.g. documents, laboratory notebooks, field notebooks, protocols, questionnaires, data files, methods and workflows, standard operating procedures, other metadata: usage limits, contact person, date).

Data will be collected throughout the project by Alliance staff and external stakeholders. This data collection will be based on legal obligations or the consent of staff and external stakeholders to meet the project's defined objectives. Once collected, the data will be organized using spreadsheets (e.g. Excel) and stored in the COLOURS data repository on the GoFast platform and/or CoHub. Care will be taken to store the data in a format that allows for easy structuring and exporting in open formats (e.g. csv, txt, xlsx). At the project's outset, partners will detail the datasets they plan to collect or share during the project. Since each work package (WP) and activity is still in its initial phase, it is not possible to fully define and describe all the data for the datasets at this time.

In collaboration with other European University Alliances, COLOURS is dedicated to sharing the project's outcomes with the broadest audience possible. Our aim is to influence policy-making and facilitate the replication of successful pilot activities in other Higher Education Institutions. To achieve this, all produced materials will be disseminated through accessible channels, if available for public use.

The project's deliverables will be available on the COLOURS website and the Erasmus+ project results platform, as specified in the Grant Agreement. Currently, the Consortium has not yet produced any deliverable or publication using data generated by the project or related to its expected outcomes. The forthcoming open-access deliverables, which involve data of specific interest for wide dissemination, are listed in the following table. This list will be probably expanded over the time.

Table 6. List of deliverables which involve data of specific interest for wide dissemination

Deliverable number	Deliverable title	Information about gathered data for dissemination
D2.2.	COLOURS wallet of knowledge and skills	Report on COLOURS microcredentials. Includes a whitepaper outlining the process of integrating microcredentials into HE.
D3.1.	Space in CoHub created	Realisation of the space in the CoHub (Website), where regional stakeholders will be able to register and interact with the COLOURS Alliance, to form the basis of challenge-based education and research.
D 4.2.	COLOURS Model of Innovation for Regions	Detailed report on the CoSpaces' activities and results to be shared within the Alliance but also with other European Universities and policy makers; published in digital CoHub
D5.2	COLOURS Equality, Diversity, and Inclusion Policy Report	Publication of COLOURS Equality, Diversity, and Inclusion policy report.
D 6.1.	COLOURS Dissemination Plan and Data Management Plan	Detailed dissemination and data management plan/joint communication strategy
D 6.2.	COLOURS Dissemination material for Alliance communication	Report on development and management of dissemination materials (Development of website, communication via website and social media); Developed dissemination materials for Alliance communication
D7.2.	COLOURFUL Teaching Scenarios	Open access publication on innovative pedagogy solutions with 140 innovative HE pedagogy practices
D8.2.	Long-term Strategy for Challenge-based Education	Report of the long-term strategy for challenge-based education model.
D9.2.	Final CoSpace Report	Detailed report on activities in CoSpaces, the results of CoLabs and Hackathons including sustainability report.
D11.1.	COLOURS FAIR Communication toolkits	Printed and digital materials with gathered recommendations and learnings of all WPs according to the FAIR principle
D11.2.	Public events at the COLOURS regional communities	Report on 6 public events on exploitation of the project outcomes and topics defined locally involving citizens

## 11.2. The FAIR Data

The outputs of the COLOURS Alliance will be accessible through the official COLOURS Alliance website and the designated Erasmus+ project results platform, adhering to the dissemination guidelines specified in the Grant Agreement. Presently, the Consortium has not generated any deliverables or publications using project data or tied to expected project results. However, a forthcoming list of open-access deliverables, potentially containing research data of particular interest, will be made available for widespread sharing.

The DMP will follow the structure of the FAIR principles<sup>1</sup> by addressing the following elements:

**Findability** covers identification mechanisms, naming conventions, search keywords, version numbers, and any metadata that might be created.

1. Metadata: Basic metadata will be used to ensure efficient recall and retrieval of information by project partners and enhance discoverability. Therefore, all project-related documents must include an information panel on the front page, detailing the author(s) and contributor(s), work package (WP), dissemination level, and the nature of the document.
2. Naming Conventions and Version Control: All project-related documents will be assigned a unique and persistent numeric identifier during the submission process. Examples include:

Deliverables: COLOURS\_D6.1\_Data Management Plan\_202406\_v1.0 Final

- Project title
- Deliverable number
- Deliverable title
- Date YYYYMMDD
- vx.x for version number and Draft/Final - optional

Other documents: COLOURS\_WP6\_kickoff meeting presentation\_20240315

- Project title
- Work Package Number
- Deliverable/Event/Activity title
- Date YYYYMMDD
- vx.x for version number and/or Draft/Final - optional

**Accessibility** outlines the publication policy, specifying what data will be made available, under what conditions, and the repositories that will be used to access the data.

1. Repository: COLOURS will use GoFast platform as a repository, COLOURS official website and CoHub for sharing information and data with stakeholders and associated partners.
2. Access and Publication Policies: COLOURS is committed to open science and the freedom to access knowledge with minimal restrictions. Depending on the nature of the

data, varying degrees of access will be established: access limited to COLOURS project staff, access limited to all universities within COLOURS Alliance or unrestricted access to the general public.

The WP Lead responsible for a dataset will make the final decision on its upload to the repository, considering the legitimate rights (e.g. safety, privacy, personal data protection) of individuals involved in the dataset's creation, and the scientific value of the dataset.

**Interoperability** detail the policies implemented to facilitate data exchange with other institutions, Alliances and all interested parties. The diverse range of topics addressed by the COLOURS Alliance necessitates a flexible approach to data vocabularies, standards, and methodologies. In each instance, discussions will be conducted among participants across different work packages (WPs), CIOs and the Institutional Communication Coordinators to agree on customized data classifications that could enhance interoperability in specific scenarios.

**Re-usability** describe the protocols to be implemented to enable and encourage the future re-use of data collected and/or produced during the project by third parties. Ensuring clarity on data usage licenses, embargoes, restrictions, and dataset longevity is imperative due to the accessibility of collected data to all interested parties.

1. License: The default approach for documents uploaded will be the adoption of a Creative Commons License for Attribution, Non-Commercial, No-Derivatives 4.0 International (CC BY-NC-ND 4.0). However, the final decision on licensing will rest with the WP Lead responsible for the document's production.
2. Longevity: Decisions regarding the lifespan of documents on GoFast or potential migrations to other repositories will be collectively determined by the Alliance, reflecting common agreements and considerations.

### 11.3. Allocation of Resources

Since COLOURS will make use of an GoFast platform hosted by LMU as repository, the implementation of this Data Management will not suppose additional costs to those already planned in the project proposal.

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<sup>1</sup> Wilkinson, M. D. et al. 2016. The FAIR Guiding Principles for Scientific Data Management and Stewardship. *Sci. Data* 3:160018 doi: 10.1038/sdata.2016.18

## 11.4. Legal and Ethical Aspects

The project will be conducted in accordance with art. 14 Ethics and Values and art. 16 Intellectual property rights (ipr) in the Grant Agreement. The personal data collected, processed, and published by COLOURS adhere to the General Data Protection Regulation (GDPR), which applies to all member states of the EU.

## Annex I

### EU Visibility Rules



**Co-funded by  
the European Union**

All communication activities conducted by the beneficiaries pertaining to the project (including media relations, conferences, seminars, informational materials like brochures, leaflets, posters, presentations, etc., whether in electronic form or via traditional or social media platforms), dissemination efforts, and any infrastructure, equipment, vehicles, supplies, or major outcomes funded by the grant must acknowledge the support of the EU and prominently display the European flag (emblem) and funding statement (translated into local languages, where appropriate). Additionally, all variations and formats of EU logos are accessible on GoFast platform in [WP6 WP11 folder](#) and on the European Commission's website: [https://ec.europa.eu/regional\\_policy/information-sources/logo-download-center\\_en](https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en)

Any communication and all materials published on external platforms, including the COLOURS website, university partner websites, and external databases and repositories, must contain a disclaimer should clearly state that the expressed views are solely those of the author and that neither the Agency nor the Commission can be held accountable for any use of the information provided.

**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. Neither the European Union nor the granting authority can be held responsible for them.

The emblem must remain distinct and unaltered, without the addition of other visual elements, brands, or text. Aside from the emblem, no other visual identity or logo may be utilized to emphasize EU support. When presented alongside other logos (e.g. those of beneficiaries or sponsors), the emblem must be showcased at least as prominently and visibly as the others.

For fulfilling their obligations within the COLOURS project, beneficiaries are permitted to utilize the emblem without prior approval from the granting authority. However, this does not grant them exclusive rights to its use. Additionally, beneficiaries are prohibited from appropriating the emblem or any similar trademark or logo, whether through registration or other means. |

## Annex II

### Press Release Guidelines

Date:

#### **Headline (14 pt)**

Catchy and concise headline summarizing the main news.

#### **Subheadline (12 pt)**

A brief subheadline providing additional context or details.

#### **Introduction (11 pt)**

The opening paragraph should answer the key questions: Who, What, When, Where, and Why. It should provide a brief overview of the announcement or event.

#### **Main body (11 pt)**

Expand on the introduction by providing more detailed information. This can include background context, key figures or quotes, and other relevant details.

**First section:** Provide background information and elaborate on the significance of the announcement.

**Second section:** Include quotes from key stakeholders or representatives of the COLOURS European University Alliance.

**Third section:** Provide additional details, statistics, or any other relevant information that supports the main announcement.

#### **Call to Action (11 pt)**

Encourage the audience to take a specific action, such as visiting a website, attending an event, or contacting for more information.

#### **About COLOURS European University Alliance (11 pt)**

At COLOURS (COLlaborative innOvative sUstainable Regional univerSities), we are transforming education with innovative methodologies to empower students and staff as change-makers. Our approach includes challenge-based learning, a focus on transdisciplinarity, flexible study plans, and practical, real-world experiences.

Our innovative inter-university campus breaks down traditional educational borders and barriers, offering every student an enriching international experience. Together with regional, associated partners and multipliers from science, industry, public institutions and society, we aim to initiate far-reaching change in Europe. The European Commission has been funding the Alliance coordinated by Paderborn University with around 14 million euros since the beginning of 2024 as part of the "European Universities" initiative. The Alliance consists of nine European universities that have set the goal of strengthening cooperation in the long term, increasing international visibility and promoting mobility within Europe. In addition to



Paderborn University, the consortium includes the University of Le Mans (France), the University of Castilla-La Mancha (Spain), the University of Ferrara (Italy), Kristianstad University of Applied Sciences (Sweden), Jan Dlugosz University (Poland), Josip Juraj Strossmayer University of Osijek (Croatia), Ventspils University of Applied Sciences (Latvia) and St Kliment of Ohrid University of Bitola (North Macedonia). Together we represent around 126,000 students and over 12,000 employees.

**Additional Information (11 pt)**

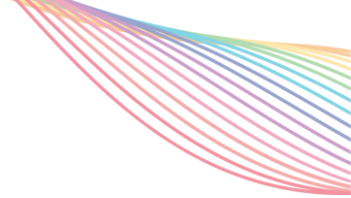
Any other relevant information, such as links to supporting documents, images, or further reading.

**Contact Information (11 pt)**

Reiterate the contact information for follow-up questions or interviews.

Name, Position, Email, Phone

End with three hash marks (###) to signify the end of the press release.



## Annex III

### Policy Brief Guidelines

Date:

**Title of the Policy Brief (14 pt)**

**Subtitle (if applicable) (12 pt)**

*(content of policy brief 11 pt)*

#### **Executive Summary**

Provide a brief overview of the issue, the main findings, and the policy recommendations. This section should be concise and easily understandable.

#### **Introduction**

Explain the background and context of the issue being addressed. Describe why this issue is important and relevant to the COLOURS European University Alliance.

#### **Key Findings**

Outline the main findings from the research or analysis. Use bullet points or numbered lists for clarity.

Finding 1: Explanation or detail.

Finding 2: Explanation or detail.

Finding 3: Explanation or detail.

#### **Policy Recommendations**

Provide clear and actionable policy recommendations based on the findings. Each recommendation should be specific and feasible.

Recommendation 1: Detailed explanation of the recommended action.

Recommendation 2: Detailed explanation of the recommended action.

Recommendation 3: Detailed explanation of the recommended action.

#### **Implications and Benefits**

Discuss the potential implications and benefits of implementing the policy recommendations. Highlight how these actions can positively impact the target audience and align with the goals of the COLOURS European University Alliance.

#### **Case Studies/Examples (if applicable)**

Include any relevant case studies or examples that support the findings and recommendations. This can provide real-world context and demonstrate the effectiveness of proposed policies.

## **Conclusion**

Summarize the key points of the policy brief and reiterate the importance of the recommendations. Encourage stakeholders to act based on the evidence presented.

## **About COLOURS European University Alliance**

At COLOURS (COLlaborative innOvative sUstainable Regional univerSities), we are transforming education with innovative methodologies to empower students and staff as change-makers. Our approach includes challenge-based learning, a focus on transdisciplinarity, flexible study plans, and practical, real-world experiences. Our innovative inter-university campus breaks down traditional educational borders and barriers, offering every student an enriching international experience. Together with regional, associated partners and multipliers from science, industry, public institutions and society, we aim to initiate far-reaching change in Europe. The European Commission has been funding the Alliance coordinated by Paderborn University with around 14 million euros since the beginning of 2024 as part of the "European Universities" initiative. The Alliance consists of nine European universities that have set the goal of strengthening cooperation in the long term, increasing international visibility and promoting mobility within Europe. In addition to Paderborn University, the consortium includes the University of Le Mans (France), the University of Castilla-La Mancha (Spain), the University of Ferrara (Italy), Kristianstad University of Applied Sciences (Sweden), Jan Dlugosz University (Poland), Josip Juraj Strossmayer University of Osijek (Croatia), Ventspils University of Applied Sciences (Latvia) and St Kliment of Ohrid University of Bitola (North Macedonia). Together we represent around 126,000 students and over 12,000 employees.

## **References**

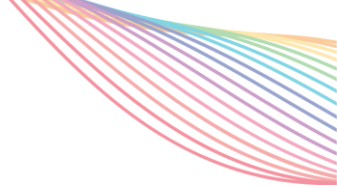
List any sources or references used in the policy brief. Ensure all references are properly cited.

## **Contact Information**

Name, Position, Email, Phone

## **Acknowledgements**

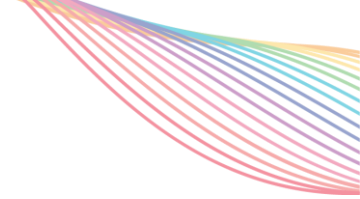
Optional: Acknowledge any individuals or organizations that contributed to the policy brief.



## Annex IV

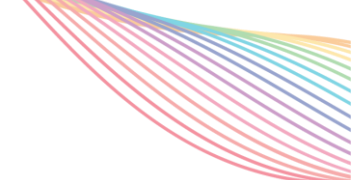
### Dissemination Assessment Sheet 1

<b>COLOURS partner</b>	<b>Event title</b>	<b>What is it?</b> (Seminar, workshop, meeting, conference, fair etc.)	<b>Link</b> (to post, news)	<b>Date</b>	<b>Location</b> (city, country, online)	<b>Name of the presenter for COLOURS</b> (if applicable)	<b>Tools and materials used to present COLOURS</b> (flyers, roll-up, ppt, other)	<b>No. People reached</b> (if applicable)	<b>Countries addressed</b>	<b>Target groups reached</b> (general public, NGOs, local authorities, academic institutions, industry, media etc.)	<b>Published on COLOURS and partners website and social media</b> (yes/no - COLOURS channels Yes/no - PI's channels)



## Dissemination Assessment Sheet 2

Dissemination activity	Initial target	Accomplished target	Lessons learned and notes for future dissemination



## Annex V

### Dissemination Handbook

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