



KreativEU

Knowledge & Creativity
European **University**

Deliverable D8.1

Joint Communication Strategy

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WP8

Joint Communication Strategy

KreativEU is composed of 11 European higher education institutions whose mission is to place the creative potential of European cultural heritage at the heart of their teaching, research, and knowledge transfer activities.

Its vision is to jointly implement a strategy that transforms the study of culture, identity, memory, and heritage for the benefit of society, involving all faculty members and students in the creation of a cohesive community prepared to foster the social transformation anticipated in this agreement.

For this purpose, communication plays a transversal and strategic role across the entire consortium, based on the following overarching strategic objectives:

- Disseminate and enhance the visibility of the KreativEU brand;
- Develop and promote a common visual and narrative identity for KreativEU;
- Ensure accessible, transparent, and multilingual communication;
- Segment target audiences;
- Establish internal and external communication mechanisms through appropriate channels and tools.

The key messages of the communication strategy will be grounded in the principles of European cohesion aimed at fostering innovative, democratic, and accessible education for all, through the implementation of a cooperative, competitive, and excellence-driven educational model. As a result, the initiative foresees the creation of opportunities for academic mobility and knowledge sharing within the community.

The target audiences of the KreativEU communication strategy include all organizations, entities or individuals that the Alliance aims to impact with its actions. In this way, the target audience is divided into internal - faculty members, administrative staff, alumni network and students - and external - prospective students, public and private stakeholders, other european universities, other european alliances, national and foreign media, policy makers, business community, associative structures and citizen groups.



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