



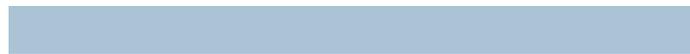
KreativEU

Knowledge & Creativity
European **University**

Deliverable D8.1

Dissemination and Communication Plan

—
WP8





Co-funded by the European Union

“Co-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 the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

Publication details

Project Acronym: KreativEU

Project full title: Knowledge and Creativity European University

Project No: 101177256

Funding Scheme: ERASMUS + Programme under call ERASMUS-EDU-2024-EUR-UNIV

Coordinator: IPT - Polytechnic University of Tomar

Project start date: 01.01.2025

Project duration: 48 months

Deliverable: D8.1 – Dissemination and Communication Plan

Contractual date: June, 30th (M6)

Deliverable date: June, 30th (M6)

Dissemination Level: SEN - Sensitive

Work package: WP8 – KreativEU Communication, Dissemination and Exploitation

Contributors: This deliverable was produced by the KreativEU Communication, Dissemination and Exploitation Team (led by the Polytechnic University of Tomar) with contributions from all partners.

Abstract This document summarises the plan of the Communication and Dissemination of the KreativEU Alliance

Table of Contents

05		Mission and Vision
06		Communication Strategy
07		Key Objectives
07		Basic elements and communication goals
07		Target Audiences
09		Communication and Dissemination Channels
		Internal Communication
		External Communication
22		Project results
24		Communication Action Plan
25		Monitoring and Evaluation
25		Graphic Image

Mission and Vision

KreativEU is an Alliance of eleven countries (Polytechnic University of Tomar (IPT, Portugal); D. A. Tsenov Academy of Economics (TAE, Bulgaria); University of South Bohemia in České Budějovice (USB, Czech Republic); University of Camerino (UNICAM, Italy); University of Greifswald (UG, Germany); Breda University of Applied Sciences (Buas, Netherlands); Opole University of Technology (OUTech, Poland); Valahia University of Targoviste (VUT, Romania); Trnava University (TUT, Slovakia); Södertörn University (SH, Sweden); and Adana Alparslan Türkeş Science and Technology University (ATU, Turkey)) that developed their joint long-term institutional, structural and strategic cooperation, as to have a fully operational KreativEU European University by 2034.

The eleven Universities forming the KreativEU consortium agreed to the common goal of establishing a fully European University, that places the creative potential derived from Europe's cultural heritage at the heart of its teaching, research and knowledge transfer activities. Committing to a long-term institutional, structural and strategic cooperation the partners will jointly implement an ambitious yet inclusive vision for transforming the study of culture, identity, memory and heritage for the benefit of society. Building upon this strong foundation, KreativEU will provide innovative concepts, methods, and solutions to address both current and future challenges, contributing to a sustainable and harmonious future for communities and the environment alike. KreativEU recognizes the inseparable interconnection of tangible and intangible cultural heritage, as well as the interwoven nature of local and national traditions, crafts, cultural practices, and folklore. The alliance is dedicated to formulating cutting-edge educational and research programmes that reevaluate these elements and their associated ecological surroundings, the lived environment, especially in the context of the digital age. This ecocultural vision serves as the foundational principle guiding KreativEU's efforts, ensuring that a new generation of EU citizens working together across cultures, borders, languages, sectors and disciplines will be educated. Students from the KreativEU are expected to be leaders of change and enablers of societal transformation. To reach this vision, the KreativEU Alliance will work towards the completion of 8 work packages:

WP1 - Governance and Management;

WP2 - KreativEU Education;

WP3 - KreativEU Research;

WP4 - KreativEU Culture with and for society;

WP5 - KreativEU Knowledge-creation and design network on Smart Sustainability

WP6 - KreativEU Heritage European campus;

WP7 - KreativEU Mobility;

WP8 - Communication and Dissemination.

Communication Strategy

In accordance with KreativEU's mission and vision, the overall communication objectives are:

1. To increase the awareness and visibility of the KreativEU brand and its mission, contributing to its prestige among university alliances;
2. To communicate activities, actions and projects, as well as their results, with transparency and clarity;
3. To foster partnerships between KreativEU and stakeholders relevant to its activity;
4. To promote KreativEU's image in the external network, with a cohesive identity, through the standardisation of official documents and all communication materials;
5. To define internal and external communication mechanisms.

These communication strategies were developed to:

1. Broadly publicise the alignment of KreativEU's education, research and innovation agenda;
2. Promote institutional change through the engagement of experts, students, university executives, businesses and other non-academic stakeholders;
3. Raise awareness among higher education institutions, public administrations and policymakers regarding the challenges faced by European Universities in terms of institutional cooperation and collaboration between academia and business.

Some important notes:

- The WP8 coordinator team is responsible for ensuring the necessary conditions and technical tools for the dissemination of the activities developed within the scope of KreativEU;
- The WP8 coordinator team is also responsible for assuming the responsibility of guiding and ensuring that communication is carried out in accordance with the established standards;
- The representatives of each partner institutions are responsible for disseminating the activities developed in their institution, within the scope of KreativEU, in accordance with the established standards;
- A repository must be created to which all partners have access to archive information and dissemination support for the activities developed by each partner institution.

Key Objectives of the Communication and Dissemination Plan

This document defines a strategy to enlarge the impact of KreativEU Alliance, to promote its visibility and to ensure that the KreativEU Alliance reaches its stakeholders. This document also defines what information should be communicated, to whom, how and where. It also will explain how to use graphic images. This first document will undergo changes and necessary adjustments as the project progresses. This strategy will be reassessed and adjusted considering the obtained results. Regular feedback will be examined according to the communication objectives, which will enable the adaptation to changing needs, the revisiting of the approach if needed, and the increase of work impact.

Basic elements and communication goals

The KreativEU General Communication Guidelines presented here aim to establish a set of principles and practices that guide all the Alliance's communication processes. These aim not only to optimize the fluidity and effectiveness of internal and external communication, but also to ensure that all transmitted messages are aligned with KreativEU's mission, values and vision. This document will address key aspects of Institutional Communication, including:

- Target Audiences;
- Communication and Dissemination Channels;
 - Internal Communication
 - External Communication
- Promotional Material;
- Project results for communication;
- Communication Action Plan;
- Monitoring and Evaluation.

Target Audiences

The choice of target audiences is based on their relevance to KreativEU and the impact they have on achieving its objectives. This group is made up of all organizations, entities or individuals that the Alliance wishes to impact with its actions.

In the case of KreativEU, these groups have a high critical sense and decision-making power in Higher Education and Research and can promote the Alliance's mission by making its mission, activities and results known, to reinforce an image of excellence. It is also important to adapt the results to different stakeholder groups.

The prioritized target groups in the project's communication strategy are:

Internal target

Students

Students are beneficiaries of this Alliance as they have access to innovative courses and resources benefiting from the specificities of each partner institution. They can also take part on mobility and create new knowledge across countries and disciplines.

Faculty members

Teachers and academic staff can use the resources, materials and knowledge resulting from this project to introduce new approaches and innovative methodologies into their teaching methods and research. They are also a very important source of information for the development of content.

Administrative staff

Mobility staff can use the resources, materials and knowledge from each partner institution to improve its practices and its working methodology.

Alumni Network

Once the KreativEU Alumni network is created, they will be the best ambassadors of the Alliance.

External target

Prospective students

They are one of the most important targets, since they represent a key target audience to be reached, and are essential for defining strategies and messages. Understanding the needs, interests and profile of potential students is essential for effective communication, which can attract and encourage them to join KreativEU.

Public and private stakeholders

The results and recommendations of this project can be beneficial for public and private stakeholders as they provide a valuable resource for the development of policies and programs for the protection and promotion of heritage.

Other universities in Europe

It is important to promote the KreativEU brand as a reference project, as well as to raise awareness about the beneficial impact that it will have in Higher Education model in Europe.

Other European alliances

To share and benefit from the knowledge of other European universities, to identify common techniques and methodologies and to share best practices in research and innovation.

National and foreign media, journalists and opinion makers in the countries where KreativEU is represented

It is important to ensure that KreativEU contributions are included in the media agenda, to ensure that messages reach a wider and broader audience. It is important to focus on raising awareness about the beneficial impact that the project will have in society as a whole.

Policy makers, business community, associative structures

The results and recommendations of this project can be beneficial for policy makers, the business community and associative structures, since they provide a valuable resource for the development of policies and programs for the protection and promotion of heritage.

Citizens

Citizens play a key role in preserving, safeguarding and promoting the European cultural heritage, which is the anchor of KreativEU. It is important to increase the interest and engagement of the population in their cultural heritage and to actively involve them in its preservation, safeguard and promotion.

Communication and Dissemination Channels

To achieve the communication objectives, it is necessary to:

- develop the project website;
- promote campaigns on social media;
- disseminate content on social media;
- produce and distribute promotional materials;
- organize events;
- send press releases on the performance and results of KreativEU's work;
- press office – foster close relationships with journalists and influencers to create an agenda.

These activities will ensure effective communication with the project's target audiences and allow the project's messages and results to reach a wider audience.

The success of a communication strategy depends on a strong and effective communication network established with the project's target audiences and on the accurate and effective communication of the project's messages and results. It is therefore important to be aware of the needs and expectations of the target audiences, to ensure that communication messages are clear and understandable, and to act in accordance with the overall objectives of the project. It is therefore essential to continuously monitor and evaluate the results of the project and its activities, in order to adapt the strategy if it is not proving to be effective.

As such, it is important to distinguish internal and external communication.

To implement the communication strategy, various communication channels and methods will be used to reach the project's target audience, namely media, digital platforms such as the website, which represents an indispensable tool for publicizing the project's activities and results, and social networks, which allow increasing the project's visibility, interaction with the

target audience and disseminating messages. Relationships with the media are essential to disseminate the project's activities and results to a wider audience and raise awareness of the importance of the project's objectives and contribute to the acceptance of policies and programs for the protection and promotion of heritage.

Internal Communication

Internal communication is crucial to the success of this project and to the efficient execution of the proposed activities. To optimize internal communication, some procedures and tools have been defined, namely:

E-mail

All partners should send information and suggestions to the already existig email Kreativeu.com@ipt.pt.

MS Teams Platform

It serves as a repository for all information, such as graphic elements, articles and photos promoting the various initiatives published on various channels; information related to the functioning of the WP, such as management information, internal Information, among others. The information stored on this platform will also be used to produce reports for the purposes of monitoring. A space for this purpose has been created, entitled “KreativEU Alliance - WP8 Communication”. This platform also hosts virtual meetings with partners to provide information on the status of the tasks assigned to each institution and facilitate contact and the smooth running of the project.

Partner Face-to-face meetings

The Communication teams from each partner institution must establish their own internal working methodology to assure the implementation of the proposed activities. Reports must be stored in Microsoft Teams.

External Communication

Website

The KreativEU website, which is already fully operational in the English language (kreativeu.org), will also be made available in all the languages of the partner institutions within the first 12 months. Partner institutions are responsible for translating content into their official language.

The lead partner, on behalf of the Alliance, will be responsible for the set-up and maintenance of the website and will coordinate online activities during the duration of the project. The website will be constantly upgraded to be the main instrument of communication for of the Network. The website will be set up and maintained throughout the pilot phase and beyond, providing public access to all information about the KreativEU Alliance.

KreativEU Website will have this structure:

- I. Home
- II. About
 - I. University
 - II. Cooperation
 - III. Regional opportunities
 - I. Regional entities
 - II. Business entities
 - IV. Meetings
- III. Education **(WP2)**
 - I. Courses **(WP2)**
 - II. Mobility **(WP7)**
- IV. Research **(WP3)**
- V. Culture **(WP4)**
- VI. Sustainability **(WP5)**
- VII. Seed Funding **(WP6)**
- VIII. News **(WP8)**
- IX. Events **(WP8)**
- X. Media

Fig 1 - Website structure

Administration - Events

Add new record

Title (EN)

Images:
Select image

Link

Summary (EN):

File Edit Insert View Format Table Tools

Words: 0

Detail (EN):

File Edit Insert View Format Table Tools

Words: 0

Start date:

End date:

Promotor: Polytechnic University of Tomar
 Promotor: University of Greifswald
 Promotor: Breda University of Applied Sciences
 Promotor: Opole University of Technology
 Promotor: University of South Bohemia in Ceské Budějovice
 Promotor: Södertörn University
 Promotor: Valahia University of Targoviste
 Promotor: D. A. Tsenov Academy of Economics
 Promotor: University of Camerino
 Promotor: Trnava University
 Promotor: Adana Alparslan Türkeş Science and Technology University
 Categoria: Ceremonies | Awards
 Categoria: Conferences | Seminars | Symposiums
 Categoria: Exhibitions
 Categoria: KreativEU inperson meetings
 Categoria: KreativEU online meetings
 Categoria: Leisure | Entertainment
 Categoria: Training programmes | Workshops

Cancel Save

www.kreativ.eu/local.pt/bo/index.php?page=27

Fig 2 - Add event form

Contents Gallery Logout

>>

Administration - News

Banner

Add new record

Title (EN)

image:
Select image

Link

Summary (EN):

File Edit Insert View Format Table Tools

Formats B I

p Words: 0

Detail (EN):

File Edit Insert View Format Table Tools

Formats B I

p Words: 0

Start date:

End date:

Cancel Save

Title (EN)	Image	Link	Start date	End date	Entry date	
Erasmus+ KA2 project HERITAGE GAME approved			2023-07-22		2023-09-14 15:54:16	
FOCUS GROUPS			2023-12-18		2024-01-29 10:17:59	
1st annual international KreativEU conference			2024-05-16		2024-01-29 12:19:15	
BIP "Rethink Cities & Regions" - Opole, Poland			2024-05-20		2024-02-20 09:46:19	
Sustainable Tourism Mobility Forum, in Breda University of Applied Sciences, Netherlands			2024-05-27		2024-02-20 10:19:57	

<< 1 2 ... 6 7 >> Go to page: 1 Row count: 5 Showing 1-5 of 33

Fig. 3 - Add new record form

Indicators for evaluation: number of unique visitors and number of pages visited.

Partners Websites

All partners' websites must have a link to KreativEU website.

Indicators for evaluation: number of unique visitors to that specific page.

Social media: Facebook, LinkedIn and YouTube

An active presence on social media is essential to the communication strategy of KreativEU – Knowledge & Creativity European University, led by the Polytechnic University of Tomar. The creation of institutional profiles on Facebook, LinkedIn, and YouTube is particularly significant, given the specific characteristics of the target audience and the strategic objectives of the alliance.

Facebook

Facebook is a widely used platform by a diverse audience, including students, academic staff and the general public. For KreativEU, maintaining a presence on this social network will enable the dissemination of initiatives and projects—reinforcing its commitment to transforming the study of culture, identity, memory, and heritage for the benefit of society. It will also promote the consortium’s ecocultural identity and foster engagement with the community, encouraging a sense of belonging and collaboration around the alliance’s core values and objectives.

KreativEU will be able to build a strong Facebook community, not only due to user habits in various countries but especially by leveraging existing followers from the consortium partners’ social media channels.

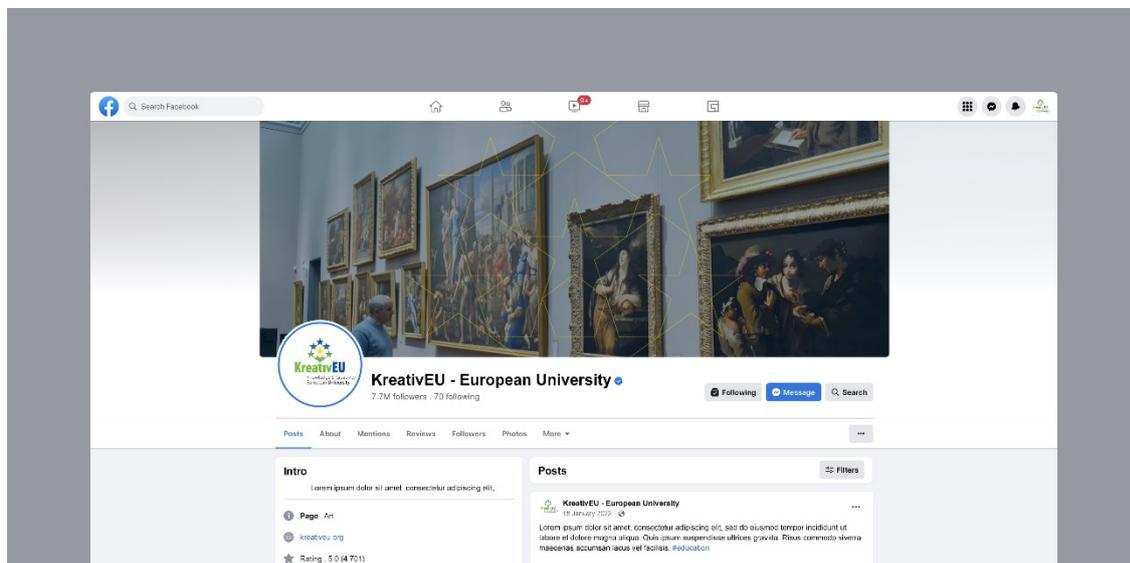


Fig 4 - Simulation of KreativEU Facebook webpage

LinkedIn

LinkedIn is the leading professional social network and is essential for establishing connections within academic and business environments.

For KreativEU, maintaining a presence on this platform offers several advantages, including the consolidation of strategic partnerships, the attraction of talent and academic mobility, as well as the dissemination of research-based outcomes to the target audience.

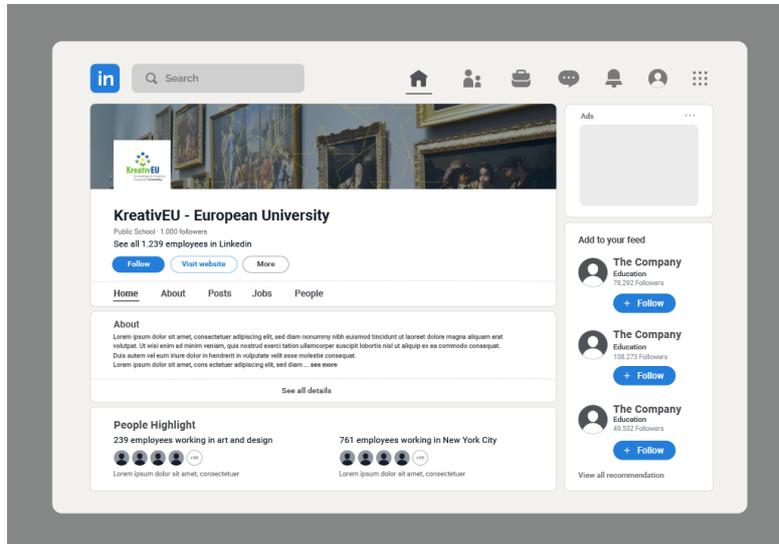


Fig. 5 - Simulation of KreativEU LinkedIn webpage

YouTube

KreativEU's YouTube channel will serve as a key tool for disseminating multimedia content—specifically videos—produced within the framework of the consortium.

While there has been a notable increase in the consumption of short-form visual content, such as reels on social media platforms, YouTube remains the primary source for viewing medium-length informational videos. According to the *2024 Digital News Report* by the Reuters Institute, it is also the leading platform for consuming news and informational content.

A monthly video, with a maximum duration of two minutes, is planned to be produced and shared, highlighting KreativEU and the contributions of each consortium partner. IPT will be responsible for producing the first video, after which production will follow a rotation in alphabetical order per country.

Content dissemination will occur through the inclusion of video links on the KreativEU website and correspondent sharing on Facebook. Each partner will also be expected to host the video on their respective YouTube channels.

KreativEU Social Media Management Model

The management of KreativEU's social media will follow a shared model, ensuring representation and engagement from all alliance partners. Each partner institution will be responsible for managing the social media profiles for a month period, during which it will be in charge of publishing content aligned with KreativEU's objectives.

This approach enables:

- A diversity of content, reflecting the different perspectives and activities of member institutions;

- Greater partner engagement, encouraging active participation in the alliance's communication strategy;
- International reach, strengthening the project's European identity.

Coordination will be carried out in close collaboration with the WP8 coordination team, ensuring that all posts follow a unified strategic direction and are consistent with KreativEU's institutional goals.

Management Tool: Milanote

To streamline the process, the Milanote app will be used via a pre-designed board. This platform offers:

- Clear organization of content (image + structured text);
- Collaborative editing, facilitating review and validation by different team members;
- Archiving and accessibility, ensuring a record of past publications and references for future communication strategies.

Publication Criteria

- **Relevance to KreativEU:** Content must be aligned with the mission and vision of the Alliance.
- **Audience interest:** Ensuring that publications are appealing to students, academic staff, partners, and the general public.
- **Communication style:** Use of clear, engaging, and accessible language.

Bilingual Publications

To maximize reach and audience engagement, all posts will follow a bilingual format:

- In English (the official language of KreativEU);
- In the language of the partner institution responsible for that month's content.

This model strengthens audience connection and identification with KreativEU, encouraging interaction and participation.

Publication Frequency

A minimum of two and a maximum of ten posts should be published per week.

Indicators for evaluation: number of posts, number of likes per post, number of shared post or video

Newsletters

Newsletters will be produced four times a year.

The content that partners upload to the platform of the website as News and Events will automatically be part of the Newsletters. WP8 coordination team will update the information when it comes the date to publish each Newsletter. Each partner will send an opt-in form regarding the Newsletters to their stakeholders to disseminate this informations through

different institutions, organizations and individuals: political authorities, professional groups, business people, media, schools, stakeholders, associations of young people, cultural groups, etc.

Indicators for evaluation: number of requests to subscribe newsletters

Press, Radio and TV

KreativEU Radio will have one hour daily broadcast broadcasting in English and one hour in each of the other languages of the consortium institutions. Research-based results collected by the consortium will be published biannually in “The Conversation” for the general audience; Over the course of the implementation of this Communication and Dissemination plan, a taskforce selected by the partner institutions will be established, to put in motion the execution of the KreativEU radio.

Regarding other media content, each partner is responsible for sending press releases and for establishing contacts with local journalists so that they may be engaged and interested in producing articles, reports and interviews in different formats: newspapers, digital platforms, radio and television channels.

Indicators for evaluation: number of press releases; number of requests of journalists; number of articles, reports and interviews.

Podcast

The Science, Heritage & Technology KreativEU Podcast will be created as a joint effort of all partner institutions, coordinated by the lead partner. Every month a new series of about 7 hours, centred on a specific theme, will be released. Each partner will contribute to the series, involving associated partners and students. The podcast will be multilingual (in the languages of the consortium institutions) with simultaneous translation to the English language. The podcast must be hosted on each partner's YouTube channel; the link will be available on the website.

Indicators for evaluation: number of podcasts produced

Brochures/Leaflets

A project leaflet in English but also in each of the languages spoken in the consortium will be designed and widely distributed among stakeholders during dissemination events. An interactive mobility information package will also provide information on the different mobility tracks with practical information about the host partners' institutions and places where they are situated (infrastructure, visa requirements, living costs, housing, etc.); and will provide general information on studying in the different countries and information about the associated partners and organisational matters for the internships. After the last year of the pilot phase, a final brochure will be published covering the performance and results of the entire period. Each partner produces their own brochure with a template produced by coordinating team.

Indicators for evaluation: number of brochures and leaflets

Events

At the start of the pilot phase, information workshops will be organised at the partner institutions in order to present the KreativEU Alliance to the academic staff, the students and the relevant university administration. An information package will be produced for the presentation of the KreativEU, its main structures and objectives and its study and mobility opportunities for students and academic staff. On a yearly basis, KreativEU will be promoted during open days in all partners institutions. During the open days, KreativEU and its current state of the art will be promoted.

Participation in student fairs within the EU and outside the EU will allow for further dissemination of KreativEU on the international higher education market. Also, annual stakeholders' conferences will be organised in each partner institution. This will foster exchange with local associated partners, particularly from the socio-economic realm and help define models of cooperation between the university system and other levels of education and the private sector. It will also ensure a large territorial dissemination of project results. One final dissemination conference with enlarged participation will be organised after the first three years of the pilot phase.

All events should be share on the website and in the Team's platform.

Indicators for evaluation: number of events

Open access database Memory for all

A digital and open-access database will be created, based on the already existing platform Memory for all (<https://memoriaparatodos.pt/>), which is coordinated by Fernanda Rollo, Honorary Partner of the KreativEU Advisory Board. The contents (such as digital representations of objects, photographs, audio and video testimonies, sounds and other records) gathered with the participation and involvement of experts, students, citizens, stakeholders, among many others, will be made available online in open access through the database Memory for all. Moreover, the information will be made available in English as well as in all the languages of the partner institutions.

Indicators for evaluation: number of accesses

Open access repositories

Theses, policy recommendations and other publications relevant to the Alliance will be made available through the various national and institutional open access scientific repositories (e.g. RCAAP - Open Access Scientific Repository of Portugal; BPOS - Bulgarian Portal for Open Science; Open Science Repository of USB publications; Open Science Repository of the Czech Academy of Sciences; PURE – Open Access Research Database of BUAs University of Applied Sciences, etc.) as well as on the KreativEU website. Each partner will publish their own documents.

This will support the aim of fostering Open Science with “multilingual scientific knowledge openly available, accessible and reusable for everyone, to increase scientific collaborations and sharing of information for the benefits of science and society, and to open the processes of scientific knowledge creation, evaluation and communication to societal actors beyond the traditional scientific community”, as expressed on the UNESCO Recommendation on Open Science, from November 2021. Each partner will use their internal mechanism.

Indicators for evaluation: number of theses, policy recommendations and publications relevant to the Alliance

Information circuit table

What	Where/Channel	What to do	When	Target
Internal Communication (between member's WP8)	MS Teams platform, E-mail	Send an email to all partners	whenever necessary	internal
Internal Communication among others WP members	MS Teams platform, E-mail, Partner Face-to-face meetings	Articulate with each element responsible for the communication in their institutions; add in the agenda of their regular meetings	whenever necessary	Internal Communication among others WP members
Platforms developed by KreativEU network		Coordinate with each element responsible for the communication in their institutions that after analysis chooses the communication channel and inform all WP8 members	whenever necessary	External
Academic work, thesis, and similars	Open access repositories	Coordinate with each element responsible for the communication in their institutions and follow internal mechanisms of each institution	whenever necessary	External
Press Office	Press, radio, tv, Facebook, LinkedIn	Each WP8 member must analyse the information of their institutions, choose the communication channel and produce communications supports. In the case of information developed by the several Work Packages: the coordinator of each WP must inform the person responsible for the communications office of their institutions who must comply with the established guidelines. The member should also make the information available in an Excel file and place it on the Teams platform for the all WP8 member's knowledge. An excel file will be made available for that. This information should also be shared in the Key Project Team.	whenever necessary	External
Events	Press, radio, tv, Facebook, linkedIN, Youtube, website, newsletter, Brochures/Leaflets	Each WP8 member must analyse the information of their institution, choose the communication channel and produce communications supports. In the case of events promoted by the various Work Packages: the coordinator of the respective WP must inform the person responsible for the communications office of their institution who must comply with the established guidelines. The member should also make the information available in an Excel file and place it on the Teams platform for the all WP8 members knowledge. - An excel file will be made available for this purpose. This information should also be shared in the Key Project Team.	whenever necessary	External

What	Where/Channel	What to do	When	Target
Projects	Press, radio, tv, Facebook, LinkedIn, website, newsletter, Brochures/Leaflets , Podcast, Open access database Memory for all	Each WP8 member must analyse the information of their institution, choose the communication channel and produce communications supports. In the case of projects developed by the various Work Packages: the coordinator of the respective WP must inform the person responsible for the communications office of their institution who must comply with the established guidelines. The member should also make the information available in an Excel file and place it on the Teams platform for the all WP8 member's knowledge.- An excel file will be made available for that. This information should also be shared in the Key Project Team.	whenever necessary	External
Courses	Press, radio, tv, Facebook, LinkedIn, website, newsletter, Brochures/Leaflets , Podcast, newsletter	Each WP8 member must analyse the information of their institution, choose the communication channel and produce communications supports. In the case of courses developed by the various Work Packages: the coordinator of the respective WP must inform the person responsible for the communications office of their institution who must comply with the established guidelines. The member should also make the information available in an Excel file and place it on the Teams platform for the all WP8 member's knowledge.- An excel file will be made available for that. This information should also be shared in the Key Project Team.	whenever necessary	External

	Students	Teachers and Academics	Administrative staff	Alumni Networks	Prospective students	Public and private stakeholders	Other universities in Europe	Other European alliances	National and foreign media, journalists and opinion makers	Policy makers, business community, associative structures	Citizens
Website	x	x	x	x	x	x	x	x	x	x	x
Facebook	x	x	x	x	x						x
LinkedIn		x	x	x	x						x
YouTube	x		x	x	x					x	x
Newsletter	x	x	x	x	x	x	x	x	x	x	x
KreativEU Radio	x	x	x	x	x	x	x	x	x	x	x
Podcast	x	x	x	x	x	x	x	x	x	x	x
Brochure and Leaflets	x	x	x	x	x	x	x	x	x	x	x
Press Releases and Press Office		x		x	x	x	x	x	x	x	x
Merchandising	x	x	x	x	x	x	x	x	x	x	x
Events	x	x	x	x	x	x	x	x	x	x	x
Open access database Memory for all	x	x			x	x	x	x	x	x	
Open access repositories	x	x			x	x	x	x	x	x	

Project results

It is very important to know the project milestones and outcomes and when their development is completed.

Milestone of Project

Milestone N°	Milestone Name	WP N°	Lead Beneficiary	Means of Verification	Due Date (month)
26	KreativEU website hits 1 million unique accesses	WP8	1 - IPT	Description: When this goal is reached, it will mean the communication strategy is being fully implemented and working. Means of Verification: Counter on KreativEU website	30
27	Work on the Exploitation plan starts	WP8	1 - IPT	Description: When T8.5 starts, it will mean the four-year pilot phase has entered the last phase, where results will be collected, lessons will be acquired, and the future of the network will be planned and prepared. Means of Verification: Meeting minutes of the WP8 Team.	36

Deliverables

Deliverable N°	Deliverable Name	WP N°	Lead Beneficiary	Dissemination Level	Due Date (month)
D8.1	Dissemination and Communication Plan	WP8	1 - IPT	SEN - Sensitive	6

Description: Format: pdf file with graphics; Language: English.

The communication and dissemination plan sets out a strategy to maximise the impact of the KreativEU Alliance, to increase its visibility, and to ensure that its outputs reach a wide audience of relevant stakeholders. It will also define what information should be communicated, who should receive that information, when that information should be delivered, where communication will be shared, and how those communications will be tracked and analysed. Instructions on how to make the EU funding visible will also be included.

Deliverable N°	Deliverable Name	WP N°	Lead Beneficiary	Dissemination Level	Due Date (month)
D8.4	Update of the Dissemination and Communication Plan	WP8	1 - IPT	SEN - Sensitive	20

Description: Format: pdf file with graphics; Language: English. An updated Communication and Dissemination Plan will be produced as to have a fully operational document. Partners will be asked to provide their feedback on the necessary updates.

Deliverable N°	Deliverable Name	WP N°	Lead Beneficiary	Dissemination Level	Due Date (month)
D8.5	Final Report on the Dissemination and Communication Plan	WP8	1 - IPT	SEN - Sensitive	48

Description: Format: pdf file with graphics; Language: English. For evaluation purposes all partners will be asked to complete a dissemination and communication report. These reports will be analysed so that a review of the overall success on the implementation of the Dissemination and Communication Plan can be set out.

For the pilot phase to be declared by the Steering Committee and reported to the General Assembly as successful this is the expected results for WP8:

Strategic objective and related Work Package	Expected result	Result Indicators	Target
1) To actively and effectively engage our target groups in project activities. 2) To communicate an integrated and unique image of the Network to build on for future activities 3) To give adequate information and evidence of the European Union financing 4) To extensively disseminate and exploit scientific outputs, as well as all activities implemented during the project	By 2028, KreativEU activities are widely known thanks to a wide outreach of the alliance website, at least 88 dissemination activities, the outreach of at least 1200 stakeholder organisations.	N° of web visitors reached by the project website	2M
		N° of dissemination events hosted/ participated in	88
		N° of public and society lectures to open to general public	88
		N° of podcast series released within the framework of the podcast Science, Heritage & Technology	1 per month
		N° of Students Festivals organised	13
		N° of Stakeholder organisations reached with dissemination activities	1200

Communication Action Plan

IPT leads WP8, which includes the design, communication, dissemination and exploitation of the web platform. This requires the implementation of a comprehensive communication strategy to ensure the dissemination of the project results. This first document will be further developed in the coming months considering the results obtained and the experience of all partners.

Communication Action Plan

Timeline of the Communication Activities

Task	Responsible partner	Deadline
First Version of Dissemination and Communication Plan	IPT	Month 6
Joint Communication Strategy	IPT and all partners	Month 6
Develop website backoffice	IPT	Month 6
Website partner's	IPT and all partners	Month 6
Share information in website	IPT and all partners	Ongoing
Website translation	IPT and all partners	Month 12
Email creation	IPT	Month 6
Platform Team's	IPT	Month 6
Meeting's to report	IPT	Every month
Social Media Content Creation	IPT and all partners	Ongoing
Newsletters	IPT and all partners	4 times a year
KreativEU Radio	IPT and all partners	Month 10
Press releases	IPT and all partners	Ongoing
Podcast		7h every month
Impress Material such as brochures and leaflets	IPT and all partners	Ongoing
Events	IPT and all partners	Ongoing
Open access database Memory for all		Month 48
Open access repositories	IPT and all partners	Ongoing
Update of the Dissemination and Communication Plan	IPT and all partners	Month 20
Final Report on the Dissemination and Communication Plan	IPT and all partners	Month 48

This communication action plan may undergo changes considering the results obtained and in order to adjust the proposal to the reality of each partner. Each WP coordinator will identify, with the help of their local project communications manager, key reportable milestones and then develop a more specific timeline for the communications activities required to support the project. The WP8 coordinator at the Key Project Team meetings will also actively liaise with the heads of the other WPs to gather information about their planned activities and their communication needs.

Monitoring and evaluation:

These activities will be monitored and evaluated by the Monitoring and Evaluation Team according to their procedures. Nonetheless, monthly WP8 meetings will serve as an internal monitoring action.

Graphic Image

All internal communication and external dissemination media must respect a defined visual identity, including the EU co-funding logo, the KreativEU logo, specific colours and typography. Minutes, attendance lists, presentations, certificates, posters and leaflets will be defined to ensure image coherence. This Brand Guidelines can be consulted on the following pages, on KreativEU website and also available on Microsoft Teams platform.



KreativEU

Knowledge & Creativity
European **University**

Brand Guidelines



Co-funded by
the European Union

The KreativEU logo was developed with a set of rules that must be respected, in order to guarantee a correct and coherent application of the brand and ensure its clear identification with internal and external audiences.

Overall, this Manual aims to regulate and standardize the KreativEU Brand, thus providing characteristics and recommendations for the visual universe of KreativEU in order to create clear, uniform and harmonious communication.

Color, format, image and typography are the pillars of visual identity, and it is essential that they are applied consistently, allowing the brand's name and values to be recognized and assimilated by all audiences with which it interacts.

It is essential to treat these elements as invariable, maintaining their integrity in aspects such as shapes, colors, typography and proportions, regardless of their application in internal, external, digital, printed, static or interactive materials.

Any modification or adaptation to the visual identity will only be permitted if explicitly provided for in this standards manual, ensuring the preservation and coherence of the brand image. If there are specific situations that are not covered in this manual, you should consult the Communications and Public Relations Office of the Polytechnic of Tomar.

Table of Contents

04 | Brand

Logo composition

Master

Usage rules

Incorrect uses

08 | Chromatic Universe

Behavior in colored backgrounds

Behavior in photographic backgrounds

11 | Tipography

Main Tipography

Support Tipography

13 | Brand in use

Stationery

Digital

Merchandizing

25 | Usage with other brands

26 | Quality of information — Disclaimer

“Co-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 the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

Símbol



Lettering

KreativEU

Knowledge & Creativity
European **University**



The main version of the logo should be used whenever the background is white or a light color, ensuring that the contrast and legibility of the logo are always maintained.

Clearance

Whenever the logo is used in both versions, a safety margin must be guaranteed between it and the other elements, in order to allow full reading of the image.

The safety distance must correspond, at least, to the diameter of the icon's circumference.



Minimum size

It is necessary to establish a minimum dimension for the representation of the logo, so that its legibility and the correct identification of all elements are never compromised.

14 mm | 40px



Brand | Secondary, reduced and restricted use versions



The **secondary version** of the logo must be used whenever it is not possible to apply the main version due to vertical space restrictions.



Restricted use versions should only be used in exceptional situations, such as in cases where there is a technical limitation, or in the case of an exhaustive identification of the Brand and where these graphic representations merely reaffirm the identity while attributing some organicity and dynamism to the identity.

Applications of any of the restricted use versions must always be carefully reviewed and are subject to approval. They are exclusively for internal use in the program's communication, except for



permissions previously authorized by those responsible for communication and management of the Brand.

All color standards and recommendations that may not be identified in this document follow the same rules as the main and secondary versions.

Clearance



Minimum size

10 mm | 29px



5 mm | 14px



4 mm | 11px



Incorrect uses

To ensure brand recognition and consistency in communications our logo must not be changed, this page shows a few examples of misuse of our logo. Take care to follow the rules determined in this document.

Do not distort the aspect ratio.



Do not separate elements.

Do not change isolated elements



Do not change the lettering

Do not rotate.



Do not change colors.

Brand | Behavior in colored backgrounds

Color Backgrounds

The logo's color variations provide different alternatives for application on light, dark or image backgrounds, ensuring that legibility is always preserved and that the brand identity remains consistent in any context.

Below are examples of permitted applications of logos on different types of backgrounds, ensuring that the elements that make up the brand are always displayed correctly and clearly.



Brand | Behavior in photographic backgrounds

Photographic backgrounds

In photographic backgrounds, the contrast between the logo and the background must be sufficient to ensure clear and accurate reading, without compromising correct brand identification.



Colour | Primary palette

Our brand colours fully represent the logic and vision of our institutions.

Please use the colors outlined to accurately represent the KreativEU identity color palette. RGB and HEX values are provided for use on the web.



Pantone 2728c	HEX #034ea1
CMYK 100 . 80 . 0 . 0	RGB 3 . 31 . 32

Pantone YellowC	HEX #fddd00
CMYK 2 . 9 . 100 . 0	RGB 253 . 221 . 0

Pantone 368C	HEX #77c043
CMYK 58 . 0 . 100 . 0	RGB 119 . 192 . 67

Pantone BlackC	HEX #000000
CMYK 0 . 0 . 0 . 100	RGB 35 . 31 . 32

Tipography | Main typeface

Myriad Pro type, designed by Robert Slimbach and Carol Twombly, was used to design the KreativEU logo. This sans serif typeface was chosen for communication and graphic materials.

Myriad Pro

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz öüğş

0123456789/@\$%^&*()_+

Light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz öüğş

0123456789/@\$%^&()_+*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz öüğş

0123456789/@\$%^&*()_+

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz öüğş

0123456789/@\$%^&()_+*

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz öüğş

0123456789/@\$%^&*()_+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz öüğş

0123456789/@\$%^&*()_+

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz öüğş

0123456789/@\$%^&*()_+

Typography | Fallback typeface

When Myriad Pro cannot be used our fallback typeface is Calibri, this typeface is a Windows default font and should be available to anyone to use.

Use of this typeface must be reserved for very extreme circumstances, Myriad Pro must be installed and used where possible. Calibri must not be used for customer facing communications.

Calibri

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz öüğş
0123456789/@#\$\$%^&*()_+

Light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz öüğş
0123456789/@#\$\$%^&*()_+

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz öüğş
0123456789/@#\$\$%^&*()_+

Regular italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz öüğş
0123456789/@#\$\$%^&*()_+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz öüğş
0123456789/@#\$\$%^&*()_+

In web content the typeface is chosen is Segoe UI, this typeface is a Windows default font and should be also available to anyone to use.

Use of this typeface must be reserved only for websites of KreativEU content.

Segoe UI

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz öüğş
0123456789/@#\$\$%^&*()_+

Light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz öüğş
0123456789/@#\$\$%^&*()_+

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz öüğş
0123456789/@#\$\$%^&*()_+

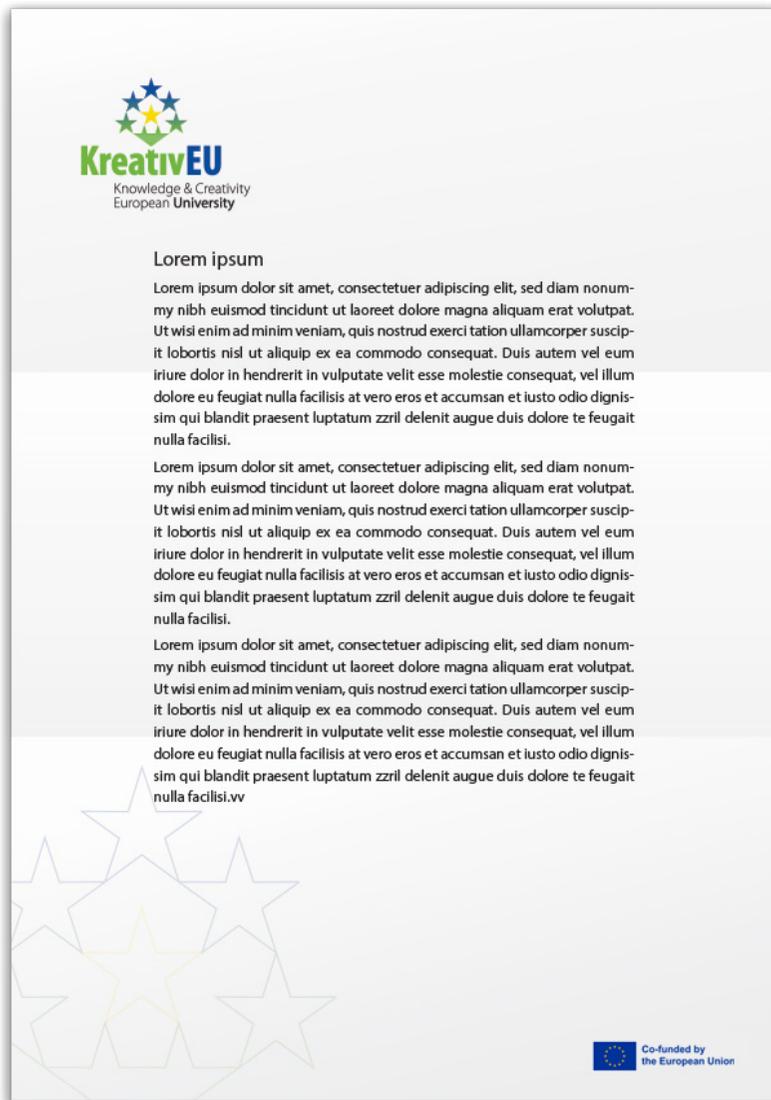
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz öüğş
0123456789/@#\$\$%^&*()_+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz öüğş
0123456789/@#\$\$%^&*()_+

Office Letter __



Envelope DL __



Envelope C5 __



Certificate



Document holder cover



Business card

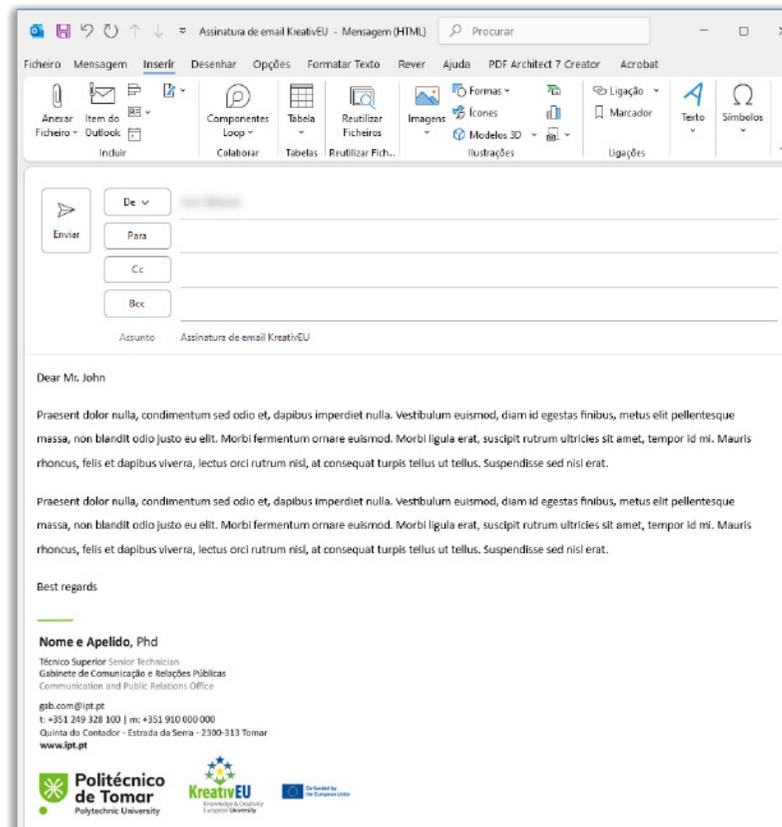


Partner Institutional Signature:

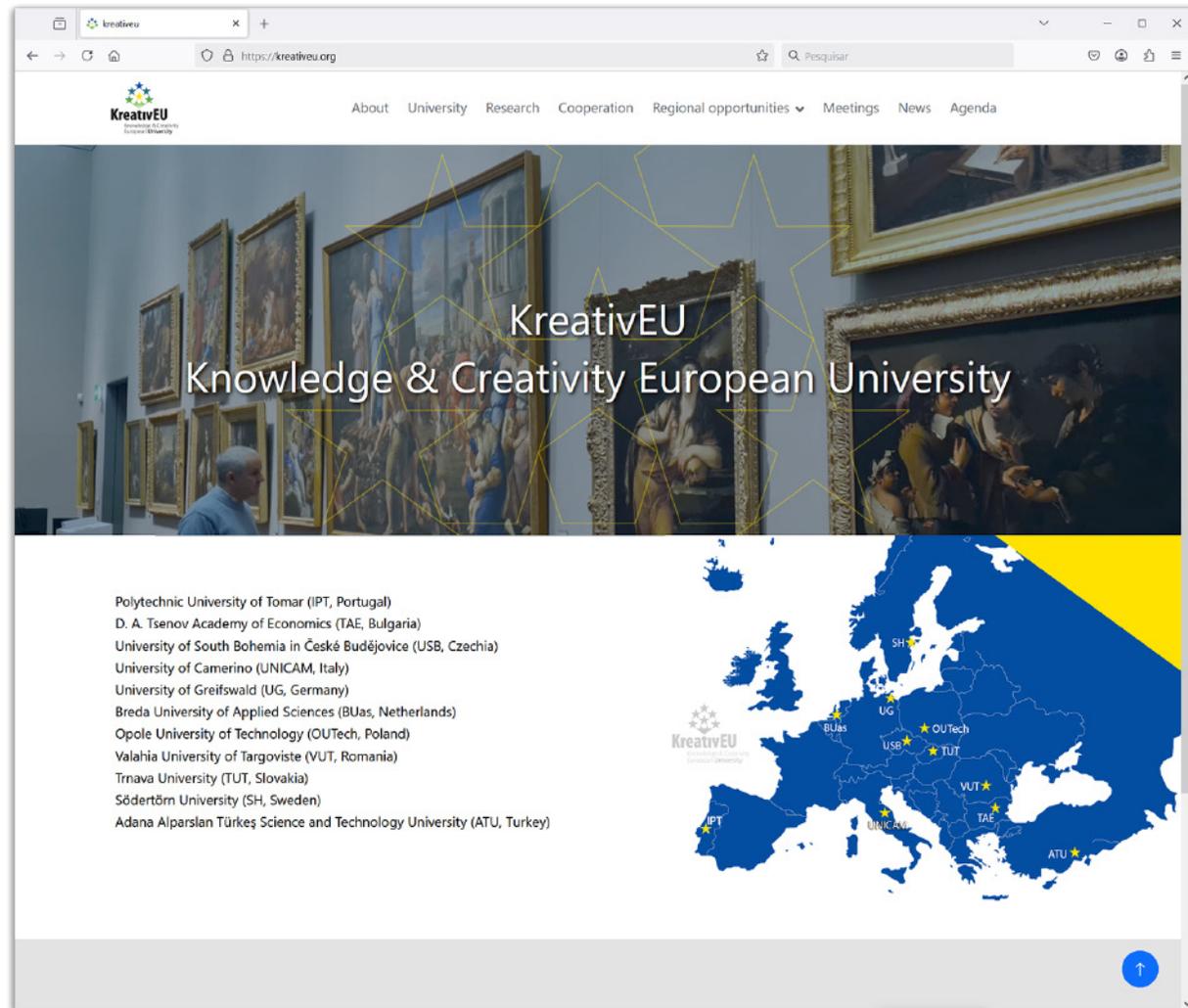
Each partner may use their own email signature, in accordance with the visual identity and graphic standards of their institution. In this case, the KreativEU logo — along with the appropriate funding reference — must be placed alongside the partner institution's logo.

(Example of the new email signature of Polytechnic University of Tomar)

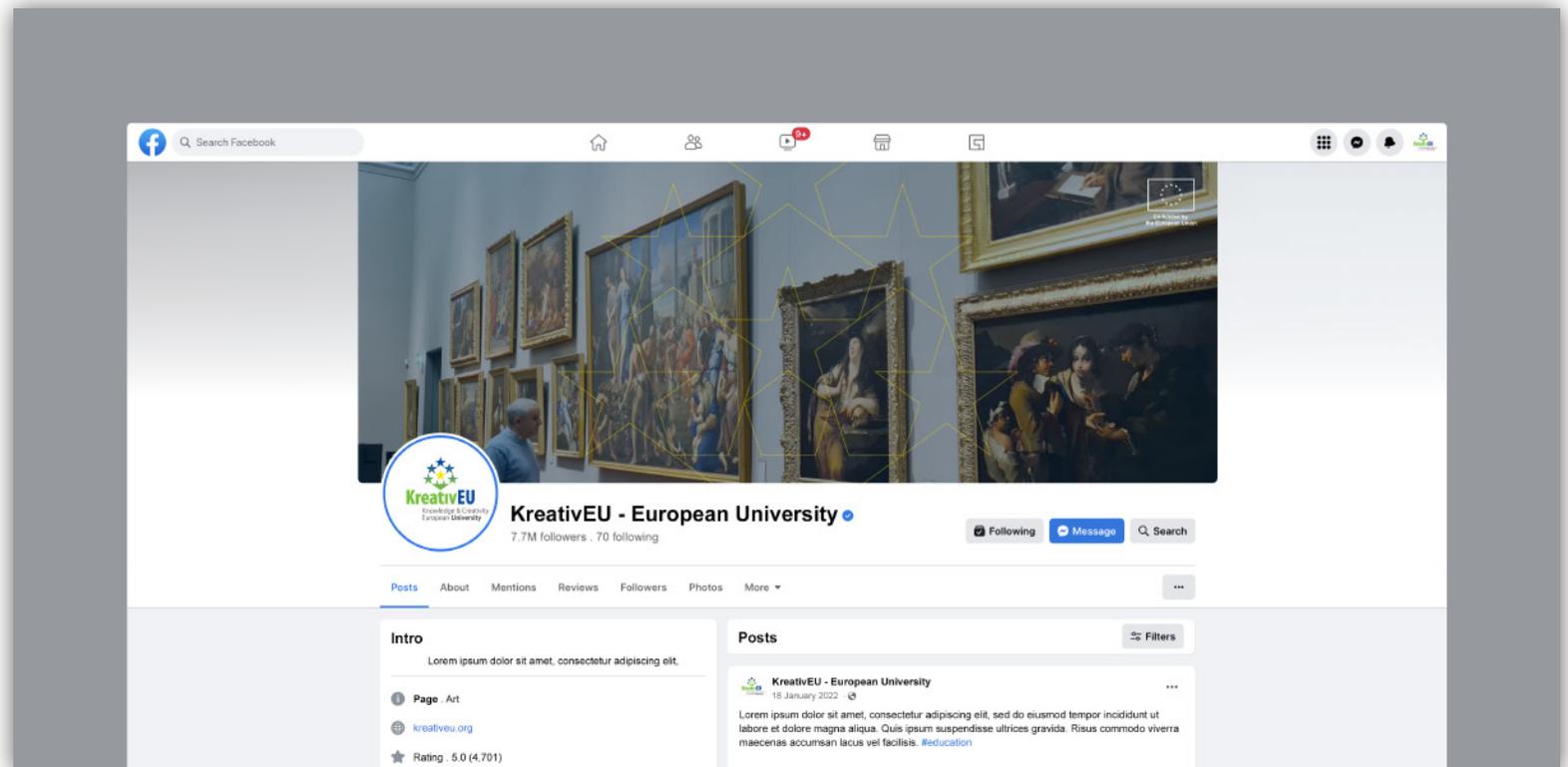
Institution + KreativEU + Funding



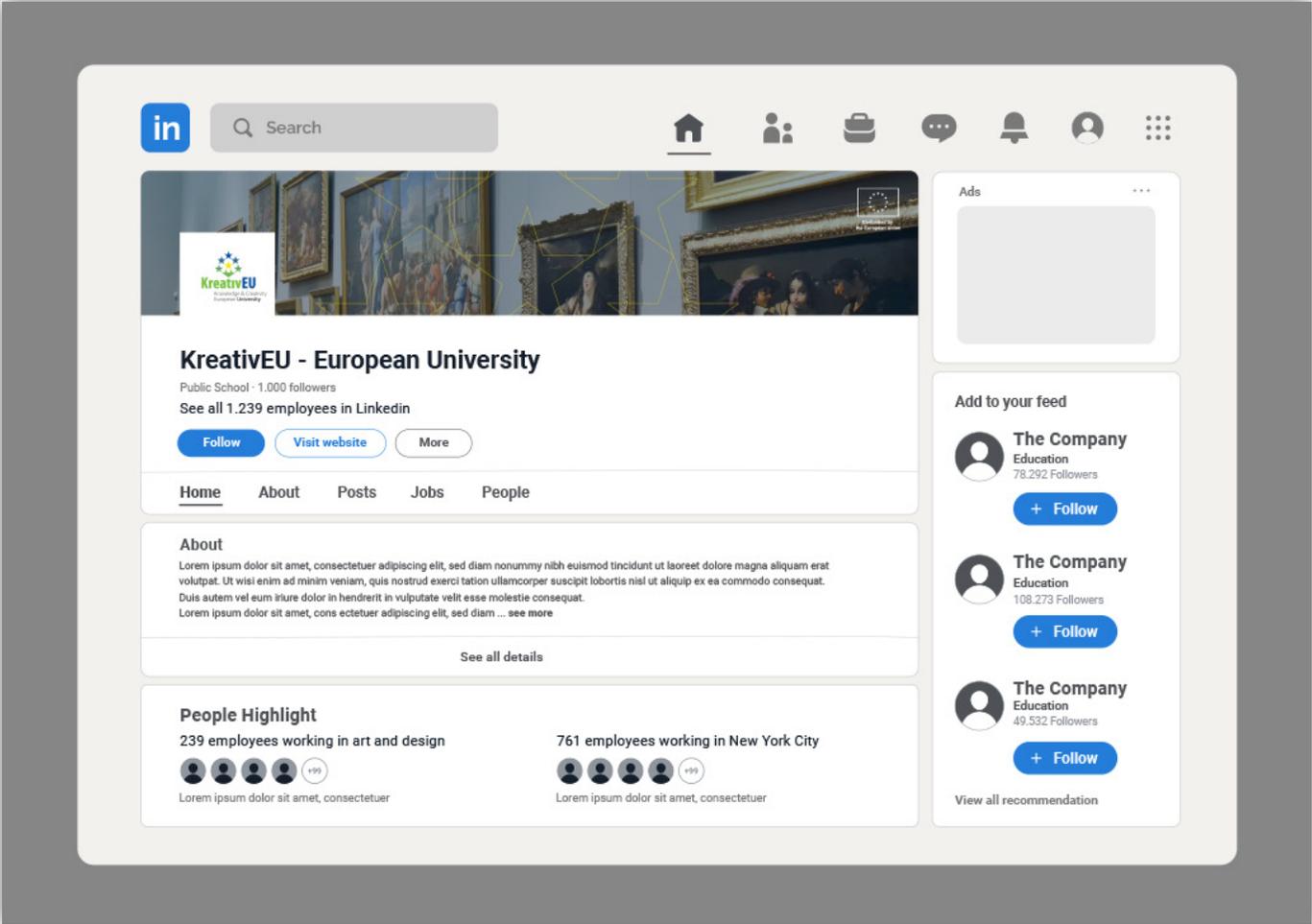
Website



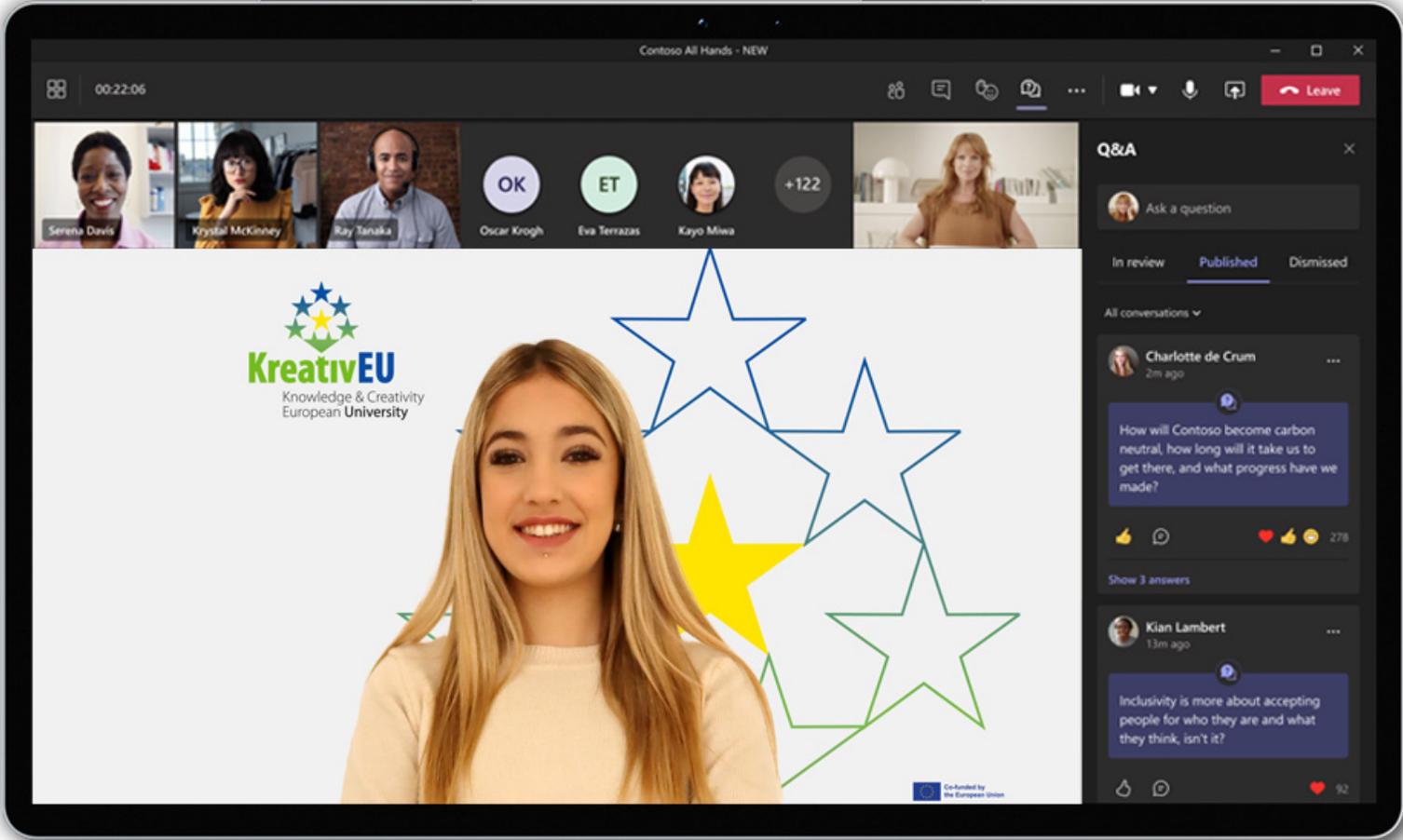
Social Network | Facebook



Social Network | LinkedIn



Online meeting's background



Brand in use | Merchandising



Brand in use | Merchandising



Brand in use | Merchandising

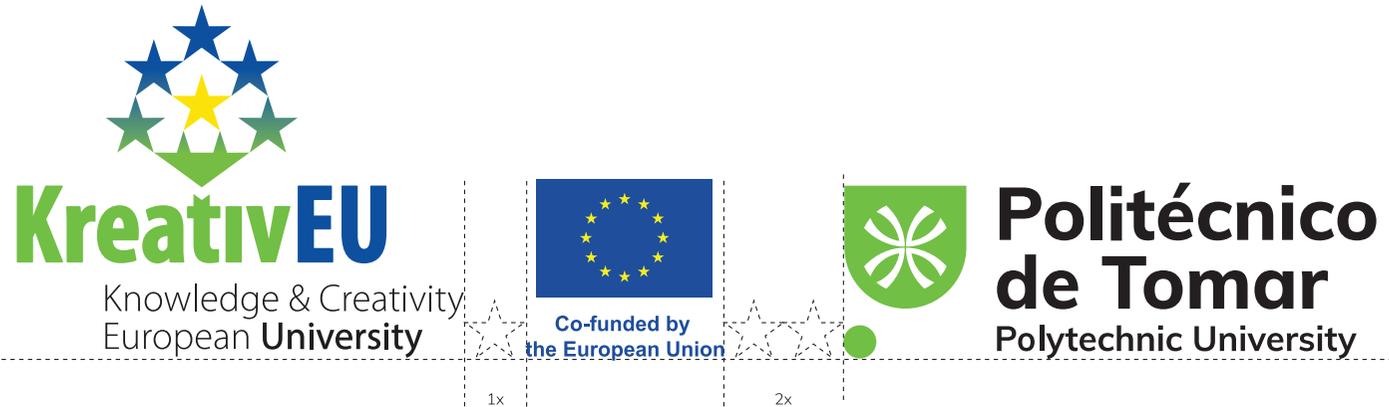


Usage with other brands | Internal Brands

The combination of the KreativEU logo with other logos follows specific and unchanging rules.

Logos must remain unchanged and faithful to the examples shown below, with no changes to spacing or distinct formatting.

You should also consult the brand guidelines for the respective logos.



Usage with other brands | Funding

The combination of the KreativEU logo with the funding logo follows specific and unchanging rules.

Logos must respect the spacing and formatting.

You should also consult the brand guidelines for the respective logos.

—





Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“Co-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 the European Education and Culture Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”



KreativEU

Knowledge & Creativity
European **University**

www.kreativeu.org