

OpenEU

The Open
European
University

D8.1: OpenEU Communication and Dissemination Plan

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0. Glossary

C&D	Communication and Dissemination
EHEA	European Higher Education Area
EC	European Commission
EEA	European Economic Area
ExBo	Executive Board
GA	Grant Agreement
HE	Higher education
SO	Specific objective
WP	Work Package
WPB	Work Package Board
WPL	Work Package Leader
STL	Single Task Leader

1. Introduction

1.1. Context and purpose of the plan

This **Communication and Dissemination Plan** (C&D Plan) outlines the strategic and operational framework to guide how OpenEU communicates its vision, activities, and results. The plan aims to ensure the widest possible visibility and engagement of the Alliance with key stakeholders, while also supporting the internal cohesion and sustainability of its initiatives.

As the first European Open University Alliance, OpenEU brings together expertise in digital, open, and distance learning to address three major challenges in European Higher Education: digital transformation, inclusion and equity, and lifelong learning. Communication is both a vector for visibility and a mechanism to activate participation, policy influence and the adoption of project outcomes.

This document is a **dynamic tool that will be periodically updated** and aligned with the evolving priorities of the alliance and the European Education Area.

1.2. Executive summary

The Communication and Dissemination Plan of OpenEU outlines a comprehensive outreach strategy to maximize the impact of the Alliance's initiatives and to ensure that the key outputs of all work packages effectively reach a broad audience of relevant stakeholders. The Plan is critical in fostering awareness and engagement across various sectors in the public domain — academia, industry and business, governors and policymakers, citizens. Its implementation will enhance the visibility of OpenEU and will affirm its position in EHEA as the pan-European open, green, digital and inclusive university.

A second objective of the Plan is to provide a framework for the effective internal C&D activities of OpenEU by defining the coordination, interaction, and feedback mechanisms among its members, setting up the KPI's, the deadlines and the monitoring and improvement procedures. The Plan aims at a sustainable and dynamic communication and dissemination strategy encompassing all relevant stakeholders.

The OpenEU European University Alliance systemically works to transform higher education by establishing a more inclusive, equitable, and digitally enabled higher education model. It comprises 27 academic and non-academic organizations and represents over 368,000 university students and approximately 24,000 staff members. Digital transformation, the climate emergency, democracy, and European values are at the core of OpenEU.

Some key activities in its agenda include:

- Developing a comprehensive catalogue of educational opportunities for people of all ages and locations, including bachelor's, master's, and lifelong learning programs, inter-institutional doctoral programs, and microcredentials offered jointly by its members.
- Expanding the opportunities for international learning experiences,
- Increasing the participation in HE of traditionally underrepresented groups,
- Promoting European values, democracy, and the European way of life,
- Strengthening collaboration between research teams across institutions and enhancing ties with local communities, industry, and businesses,
- Advocating for public policies and systemic changes at national, European, and international levels to unlock the potential of digital learning,
- Supporting the digital transformation of higher education in Europe by integrating digital education into the curricula of on-campus universities.

The OpenEU C&D Plan ensures that these activities will be promoted and performed, their outcomes announced and made accessible to the public, while respecting the Communication and Visibility Rules of the European Union Funding Programmes 2021-27.

By strategically aligning the communication efforts with the structure, governance principles and the key expertise and strengths of the Alliance, this plan aims to create lasting awareness, encourage stakeholder engagement, and support the effective implementation of green, inclusive and equitable distance and open education policies and innovations at European, national and local level.

2. Communication and dissemination strategy

Effective communication and dissemination are central to achieving OpenEU's mission of building a robust network that accelerates innovation, transparency, and societal impact. This strategy outlines the objectives, target audiences, the rationale and the methodology that will guide OpenEU's communication and dissemination efforts.

The proposed dissemination strategy, including communication, will follow a 6W approach to ensure that every dissemination opportunity is adequately exploited during and by the project. The 6W strategy aims to clearly identify:

- **Why communicate and disseminate:** For efficient communication and dissemination activities, the first point to be identified are the objectives of the communication and dissemination;
- **To Whom to communicate and disseminate:** Different communication and dissemination objectives will have to target different audiences; these different audiences have to be defined;
- **What to communicate and disseminate:** Different audiences have different interests and needs and will need to be addressed with different key messages defined according to the expected outcomes and impacts of the project;
- **How to communicate and disseminate:** Different audiences have to be reached and addressed through different channels. To be efficient, communication and dissemination activities must be well-coordinated and monitored;
- **Where to communicate and disseminate:** To fully reach its objectives, the project has to communicate and disseminate to all its target audiences and all over Europe; and
- **When to communicate and disseminate:** The project communication and dissemination must both run throughout the duration of the project, with long-lasting and scheduled actions, and take advantage of opportunities that may arise during the project.

0.1. Communication Objectives

The communication and dissemination strategy of OpenEU is structured around three overarching objectives, which provide clarity, coherence, and alignment with European standards. These objectives integrate visibility, engagement, and impact into a unified framework that guides all activities of the Alliance.

Objective 1: Visibility & Identity

- Position OpenEU as Europe’s leading open, green, digital, and inclusive university.
- Ensure strong brand recognition and a consistent visual and narrative identity across all communication channels.
- Use English as the primary language for all central OpenEU communications, while encouraging local language campaigns with English subtitles or translations for reuse in OpenEU channels.
- Promote clear, inclusive and accessible communication that reflects the diversity of European higher education.

Objective 2: Engagement & Community

- Foster active participation of students, staff, researchers, and local communities across all member institutions.
- Build a vibrant OpenEU community that connects diverse learners and stakeholders through storytelling, joint initiatives, and inclusive campaigns.
- Promote inclusion and equity by addressing underrepresented groups and ensuring that “no one is left behind”.
- Leverage digital tools and platforms to create emotional connection, dialogue, and a sense of belonging across Europe.

Objective 3: Impact & Policy Influence

- Disseminate OpenEU results and innovations to academia, industry, policymakers, and society at large.
- Promote the uptake of research, educational outputs, and best practices in open, digital and sustainable higher education.
- Advocate for systemic change in European HE through evidence-based policy briefs, white papers, and participation in EU-level policy dialogue.
- Strengthen the role of OpenEU as a thought leader contributing to the European Education Area and global debates on the future of higher education.

0.2. Target groups

Besides the general messages, OpenEU will engage with specific stakeholder groups in the EU and adapt its dissemination messages and channels accordingly.

- General Public (incl. wider ecosystem education audiences in schools and VET)
- Researchers and academics (incl. Incubators, Living Labs, Research, and Innovation centres)
- Students, Alumni, and Student's Unions
- SMEs, Industry, Employment Sector
- OpenEU community (incl. OpenEU Academics, Technical, and Admin Staff)
- Policymakers and Government Bodies (incl. Ministries of (Higher) Education, ENQA, QA agencies, National and Regional Development Bodies and Funding Programmes)
- EC Authorities and Public Administrations
- Associate Partners and their Regions
- Universities, European Universities Alliances, Erasmus+ COP, HE networks, EHEA

Target group	Key role	Key benefit	Key message	Target group profile	Preferred channels
General Public	Contributing to access the social acceptance of the alliances.	<ul style="list-style-type: none"> — Building general awareness/understanding of OpenEU's unique value proposition and contributions to European higher education. — Increase the public understanding of the importance of open digitalized, green and inclusive education. — Improve knowledge of AI in education, the importance of open science, transparency, and life-long learning, etc. 	OpenEU makes quality higher education accessible to all, everywhere.	Broad audience, media outlets, education-focused platforms.	Press releases, opinion articles, interviews.
Researchers and Academics	Direct participation in co-creation sessions on future visions and Pathways. Active members of the community gathered in the project.	<ul style="list-style-type: none"> — Increased visibility through participation in experts' webinars, interviews, talks — Knowledge-sharing — Increase active participation in upskilling activities — Promote the adoption of open science practices — Sharing opportunities for collaboration, research funding, and academic partnerships. 	OpenEU empowers innovation in teaching and research. Collaborate and co-create at European scale.	Faculty involved in digital innovation, curriculum development.	Internal newsletters, workshops, academic events.

Target group	Key role	Key benefit	Key message	Target group profile	Preferred channels
Students, Alumni, and Student's Unions	Active members of the community gathered in the alliance.	<ul style="list-style-type: none"> — Increase awareness about the benefits of open, digital, green and inclusive education, informing about lifelong learning pathways. — Encourage participation: — Access to courses, seminars, training modules, webinars, and intensive courses. — Access to multilingual virtual classrooms with real-time AI — automatic translation; — Access to degrees, programs, and joint courses with common recognition. — More open, flexible, and continuous learning pathways. — OpenEU Festivals — Professional GPS tool – a future tool with AI and Big Data — Engaging both traditional and non-traditional — learners with content that resonates with their educational needs and career goals. 	<p>OpenEU is accessible, flexible and learner-centered</p> <p>Join a European experience tailored to your needs.</p>	Lifelong learners, often employed, from diverse backgrounds	Social media, website, webinars, info sessions
SMEs, Industry, Employment Sector	Direct participation in Tech and Innovation campaigns and company missions. Active members of the community.	<ul style="list-style-type: none"> — Increase awareness about the benefits of open, digital, green and inclusive education, inform about lifelong learning pathways, engage as partners in the development of microcredentials, highlight the opportunities for collaboration and innovation, improve access to cutting-edge research. 	Partner with OpenEU to shape future skills and boost inclusion and innovation.	Industry reps, NGOs, civic organisations, from diverse backgrounds	Partnership forums, newsletters, LinkedIn.
Policymakers and Government Bodies	Direct participation in the consultation process with regional and national policy bodies	<ul style="list-style-type: none"> — Keep informed about important findings. — Alignment with decision-making processes related to open, digital, green and inclusive education across national and EU governance bodies. — Providing expertise and good practices for the transformative social and educational policies — Increased reputation through participation in high-profile reports 	OpenEU is shaping the European Education Area with inclusive and digital solutions.	Officials from regional, national and EU-level institutions, political figures and government employees	Policy briefs, events, targeted mailings
EC Authorities and Public	Consultation and support for	<ul style="list-style-type: none"> — Kept informed about significant findings. — Alignment with 	OpenEU is shaping the European	Officials from regional, national and EU-level	Policy briefs, events, targeted

Target group	Key role	Key benefit	Key message	Target group profile	Preferred channels
Administrations	<p>policy-making and implementation of good practices.</p>	<p>decision-making processes related to open, digital, green and inclusive education across national and EU governance bodies.</p> <ul style="list-style-type: none"> — Providing expertise and good practices for the transformative social and educational policies 	<p>Education Area with inclusive and digital solutions.</p>	<p>institutions, political figures and government employees</p>	<p>mailings</p>
OpenEU community	<p>Active members of the community gathered in the alliance. Contribute to community building by leveraging on the existing community</p>	<ul style="list-style-type: none"> — Enable effective internal communication across all alliance members to support coordination, transparency, and engagement. 	<p>Be part of a transformative initiative. Strengthen your institution's European profile. OpenEU empowers innovation in teaching and research. Collaborate and co-create at European scale.</p>	<p>Project managers, international relations, student support teams. Faculty involved in digital innovation, curriculum development.</p>	<p>Internal platforms, newsletters, coordination meetings, email updates.</p>
Associate Partners and their regions	<p>Direct participation in events to share best practices relevant to the OpenEU activities. Contribute to community building by leveraging on the existing community</p>	<ul style="list-style-type: none"> — Cross-pollination and fertilisation — Increased synergies and networks 	<p>Partner with OpenEU to shape future skills and boost inclusion and innovation.</p>	<p>Industry reps, NGOs, civic organisations, academics</p>	<p>Partnership forums, newsletters, LinkedIn</p>
Universities, European University Alliances, Erasmus+CO P, HE Networks, EHEA	<p>Direct participation in events to share best practices relevant to the OpenEU activities and</p>	<ul style="list-style-type: none"> — Foster synergies with universities and Alliances by involving them in co-creation events and sharing OpenEU results, best practices, and resources. Promote collaboration, highlight benefits, and gather feedback on our work 	<p>OpenEU is shaping the European Education Area with inclusive and digital solutions.</p>	<p>Universities, European University Alliances</p>	<p>Policy briefs, events, LinkedIn</p>

0.3. Key messages

Key messages of OpenEU vary depending on the target audience and on the achieved results of its initiatives. Some audience-specific messages are enlisted in the previous section of the Plan. A number of messages will be defined in reports, news pieces and white papers created in work packages and are highlighted in the yearly work plans of the tasks. In the following section, the most general messages directed towards all stakeholders are enlisted:

- **Distance higher education** increases access to learning opportunities, promotes social inclusion, and supports lifelong learning. It is green and sustainable, it is learner centred and promotes independence and emancipation. OpenEU is Europe's best provider of open and distance higher education.
- **Life-long learning** brings significant benefits to society by fostering continuous personal and professional development, it strengthens social cohesion, economic growth and fuels innovation. It equips individuals with the skills and knowledge needed to adapt to rapid technological changes, shifting job markets, and evolving societal challenges. OpenEU provides a huge number of modern and market-oriented opportunities for lifelong learners. The Alliance sustains a modern and all-encompassing tool for devising personalized learning pathways through its Professional GPS and microcredentials portfolio.
- **Widening participation** helps build a more tolerant, empathetic, and respectful society where differences are celebrated rather than marginalized. OpenEU equips a broader range of individuals with the skills and knowledge necessary to participate fully in the workforce, reducing dependency and increasing economic productivity. OpenEU values and promotes inclusivity. No one is left behind.
- **Research and innovation in digital education:** Open EU brings forward digitally-enabled and AI-powered educational innovations which are the future of higher education. The Inclusive and Collaborative Living Lab of OpenEU is a place of opportunity for various stakeholders. Doctoral mobility is important for research. Open Science and Innovation principles, defined by the EU's open science policy (2019) and the UNESCO Recommendations on Open Science (2021) are key for the development of European science.
- **Harness the power of digital education:** Europe needs an Innovation Agenda on Digital Education. Increasing the capacity for digital education in on-campus HEIs will have a direct bearing on the quality of education and its relevance to the labour market. OpenEU is the European provider of knowledge and expertise on the specificities of digitalized education.
- **Inclusive and green internationalization:** Joint programmes and mobilities are key for internalization. OpenEU brings inclusive, affordable, seamless and environmentally sustainable mobility opportunities to its students. Language diversity ensures knowledge creation and promotes the richness of European intercultural values.

- A **vibrant and engaged community** is key for enhancing collaboration, accessibility, and innovation across OpenEU members. The Virtual Community Campus of OpenEU provides a shared digital space where students, faculty, and researchers from different universities can interact, exchange ideas, and collaborate. By removing geographical and physical barriers, a virtual campus allows participants from diverse locations and backgrounds to access educational resources, events, and learning opportunities anytime, anywhere.

0.4. Communication channels and tools

- **OpenEU Portal:** The OpenEU portal will serve as the central information hub, offering updates, resources, and success stories.
- **Social Media:** Active engagement on platforms (see social media plan)
- **OpenEU Newsletter:** a regular newsletter targeting key stakeholders will be designed to disseminate the Alliance activities, updates, and success stories.
- **OpenEU Communication and Dissemination Toolkit:** A tool for harmonising OpenEU branding and developing the brand resources and guidelines; templates for press releases; public reports; merchandising and video production guidelines; templates for social networks; banners for partners' websites, email signature templates, leaflets etc.
- **OpenEU webinars, exhibitions, conferences, round tables:** All are envisioned to not only contribute to the development of the Alliance's activities but also to realize the communication and dissemination strategy of OpenEU.
- **Participation in international conferences:** OpenEU will participate in EADTU annual conferences and IAU annual and general conferences to disseminate the activities and results of OpenEU.
- **Advocacy actions:** these will include — lobbying with influencers on OpenEU's role in Regional Development; delivering policy briefs and White Papers to decision-makers, including officials in the EC and EU Parliament, participating in the EuroScience Open Forum and in the European Digital Education Hub, disseminating articles in the academic and professional media and at EU and Erasmus+ hosted platforms. The campaigns will also target CSOs and think-tanks regarding access and retention for underrepresented groups.
- **Internal communication tools:** the Alliance will rely on a shared cloud space and on Decidim where all partners will exchange information and files. The structure of the cloud space sharing system is described in part 5 of the Plan.

0.5. Tone of voice, language, and style of communication

OpenEU communication adopts a clear, inclusive, and impact-oriented tone.

- **Institutional & policy audiences:** Formal and professional, ensuring credibility and alignment with European Higher Education Area policies.
 - **Academic & scientific audiences:** Clear, accurate and accessible, balancing scientific rigour with readability.
 - **Students, staff & general public:** More informal, engaging and motivational, using storytelling, testimonials, and accessible language to connect emotionally.

Across all channels, OpenEU emphasises positivity, inclusiveness, and the societal impact of digital, green, and open higher education.

Language policy

- **English as the common language:** All communications on OpenEU central channels (portal, newsletter, social media, official reports) will always be in English whether spoken or subtitled, ensuring clarity and coherence for the alliance and its European audience.
- **Local campaigns and materials:** Each member university may produce communication campaigns and materials in the languages of their respective countries and regions, to ensure proximity and cultural resonance.
- **Subtitling and translation:** All audiovisual materials and key documents produced in local languages will be subtitled or translated into English, so they can be reused and disseminated later through OpenEU central channels.
- **Multilingual visibility:** When relevant, short multilingual elements (hashtags, slogans, keywords) may accompany English materials to highlight European linguistic diversity.

Style

- **Inclusive, non-discrimination and respectful language:** All communication follows the OpenEU Gender Equality and Non-Sexist Language Guidelines, described in the OpenEU Communication and Dissemination Toolkit.
- **Digital-first:** Content is designed for online environments (mobile-friendly, visual, interactive formats).
- **Storytelling-driven:** Highlighting personal stories of students, staff, researchers, and communities to illustrate impact.
- **Multilingual diversity:** Promoting European intercultural richness by valuing language diversity whenever possible (hashtags, events, campaigns).

0.6. Timetable

To ensure strategic planning and timely execution of communication and dissemination efforts, OpenEU will follow a structured timeline according to its Action plan aligned with project milestones, deliverables, and stakeholder engagement opportunities.

Planning Principles

- **Alignment with WP Milestones and Deliverables:** Communication actions are synchronised with the outputs and key dates of all work packages.
- **Audience Relevance:** Timing is optimised to meet the attention cycles and behaviours of each target group.
- **Synergy with EU Agenda:** Strategic moments (e.g., European Education Summits, Erasmus Days, Skills Year campaigns) are leveraged for greater visibility.

Editorial Calendar and Campaign Coordination

An editable shared editorial calendar (via shared online platform) will be maintained by the **Communication Officer and Editorial Committee** and updated monthly by the communication responsible for each partner.

This calendar serves as a coordination tool and progress tracker, ensuring transparency and joint ownership of communication actions across the alliance.

1. Social media plan

In today's digital age, social media has become an essential tool for universities to engage with their diverse audiences. Through strategic and impactful online presence, OpenEU aims to build stronger relationships within the European academic community, highlight its groundbreaking projects, and attract talent and partnerships from across the globe.

This Social Media Strategy has been designed to enhance the Alliance's visibility, promote its activities, and provide a unified platform for communication and engagement across Europe.

By using various social media channels and adopting innovative content strategies, OpenEU seeks to amplify its mission, foster collaboration, and celebrate the academic and cultural diversity that defines the Alliance.

- The Social media plan is available at T8.2.2 document
- Annex 1: content ideas for social media

0.1.Key Platforms & Tactics

By aligning platform choices with audience interests, OpenEU can optimize engagement and ensure that each social media channel is being used effectively. Each platform serves a different purpose, and OpenEU will adopt tailored tactics to make the most of each one.

Platform	Focus	Tactics
Instagram	Student life & visual storytelling	Visual storytelling through stories, alumni/student/staff takeovers, and short-form video content like Reels
LinkedIn	Professional & academic reach	Alumni spotlights, Student spotlights, research partnerships, job/internship posts, career opportunities, Visiting Professorship opportunities, Open Calls launch of policy briefs
YouTube	Deep content & educational videos	Explainer videos, Info Sessions, Public Debates, recorded webinars, vodcasts, testimonials, research highlights
Facebook	Community & events	Build a community by posting events, sharing key OpenEU outcomes, hosting live Q&A sessions, ensuring broad engagement across a range of audiences

Each post on social media is tracked for the number of views, followers, and reactions. The effectiveness of the communication actions on the platforms is evaluated along with the yearly evaluation of the KPI's based on the information collected from the OpenEU KPI tracking file. The progress in the desired outreach and impact is measured against the target KPI's set by the Alliance. The analysis will be based on the 2022 EC Communication indicators. (European Commission. Available at: <https://commission.europa.eu/system/files/2023-02/2022%20EC%20Comm%20indicators.pdf> [Accessed 08.09.2025]).

0.2. Hashtag Strategy

An effective hashtag strategy is crucial for improving discoverability and engagement on social media platforms. By using relevant and targeted hashtags, OpenEU can ensure that its content reaches the right audiences and contributes to key conversations in the education and policy sectors. Here's the suggested hashtag approach:

- **Official:** #OpenEU
- **General EU & HE:** #EuropeanUniversities
- **Mission-specific / particular topics:** #DistanceLearning, #ErasmusPlus, #LifelongLearning, #DistanceEducation, #HigherEducation

1. Shared Commitments, Governance Structure and Operational Accountability

OpenEU adopts a **decentralised communication governance model** based on strong central coordination and publication, combined with distributed production, execution and local engagement. This model ensures unity of message while allowing flexibility and contribution from all alliance partners.

The publications, produced by OpenEU, are classified into two types and have designated a set of media platforms for each type, namely:

1. **All-Alliance Publications** (from WP, partners and from C&D office). These are published on the OpenEU main channels — Portal, Newsletter, SM and on external channels (All-Alliance news in media) For them, each WP8 member or local PR expert uploads in the shared space materials from the WP that is led or co-led by their institution.

- The content creator can be the C&D officer, WP leader, WP member, WP8 member, Institutional PR expert, etc.
- Every person posting a piece registers the publication in the KPI tracking file.

2. **University Publications** (Posts, related to a specific university): these are press releases about hosted events and local OpenEU initiatives, small dissemination events, etc. For them, each member shares the posts made by their institution. All

posts on institutional accounts are shared by OpenEU social media accounts. Before, it will be reviewed and approved and adapted (if necessary) by C&D officer.

To implement an effective and inclusive decentralised communication model, OpenEU adopts a hybrid governance system for communication and dissemination activities, integrating strategic oversight with shared operational responsibilities across the alliance.

0.1. Governance roles and responsibilities

The communication governance model is based on the following components

- **WP8 Board:** Ensures strategic alignment, monitors the completion of tasks and subtasks along with their responsible parties, and approves key documents and KPI evaluations.
- **OpenEU Communication Officer:** A dedicated staff member of the OpenEU Secretariat who coordinates the implementation of the communication and dissemination plan, supports task leaders, and the editorial planning.
- **Alliance Member Communication team(s):** Represent each partner, contribute content, and implement local actions. Responsible for local adaptation, translation, institutional amplification, and contributions to campaigns.
- **OpenEU Decentralised Communication Office:** A follow-up group composed of communication representatives from all members and the Secretariat. Serves for general updates and shared proposals, and monitor that OpenEU content fulfil our policies (gender, openness...)
- **OpenEU Editorial Committee:** A working group including the OpenEU Communication Officer and institutional communication officers. Responsible for campaign design, content validation, execution, and integration of WP outputs.
- **Task Leaders:** Individuals responsible for leading specific communication-related tasks within the OpenEU ecosystem. Oversee designated areas of the work package (e.g., social media, media relations, policy advocacy, stakeholder engagement) and are operationally responsible for content creation, KPI tracking, and outreach in those domains.

0.2. Responsibilities of the 10 partners:

- Use the project's visual identity for any disseminate on the project;
- Provide contributions/material for public use on the project website and

communication material upon request (e.g., use case descriptions, logos, interviews, etc.);

- Provide news and/or communications on important activities and achievements related to OpenEU;
- Inform Comms Officer about possible participation in conferences, workshops, etc. related to OpenEU;
- Provide short texts about participation in events for the news section of the project website (accompanied by related links and pictures whenever available);
- Disseminate OpenEU information, materials, and deliverables through their channels and networks;
- Regularly inform OpenEU about which communication channels and networks were used; and
- Promote impacts and active engagement of the local community on the OpenEU portal and the project's social media.
- Provide the required information for the reporting (see template in Excel sheet provided by separate mail to the partners).
- Fulfill the commitments outlined in section 4.5. KPI Governance and Responsibility Sharing.

The partners will fulfill their responsibilities autonomously and provide input in time to all the dissemination activities driven by WP8 + Communication Team; but also, proactively disseminate information on the project activities and outcomes via their channels and networks. The entire consortium is playing an important role in disseminating information, given the fact that members have direct access to their broader communities.

The communication and engagement officer at OpenEU Alliance partner institutions are responsible for developing a set of dedicated internal communication actions since the beginning of the project. These actions are designed to reach different target audiences, including students, teachers, researchers, alumni, and non-teaching staff. The main objective of internal communication actions is to promote the alliance: its objectives, purposes, values, benefits, advantages and common initiatives aiming at greater involvement and participation of internal stakeholders. This involvement and participation in Open EU initiatives will translate into greater effectiveness in the alliance's results, its visibility and its impact on the European higher education area. Internal communication actions are critical to achieving the proposed objectives.

All partners will be asked to report on a regular basis on their dissemination and communication activities, using a template (**KPIs tracking sheet**, that shall be provided by WP8 leader). An update on communication and dissemination activities reported by the partners will be part of the agenda of the plenary meetings.

Excel of follow-up activities and editorial calendar:

To provide information and access, the editorial calendar is maintained centrally and aligned with project milestones.

- Find in annex 3 a list of **Alliance Member Communication team(s)** within the project partners will be set up and is maintained by WP8.

0.3. Responsibilities of Tasks and subtasks leaders:

- The Lead Partner is **legally responsible before the European Commission** for the delivery of the output (deliverable or milestone) associated with that task.
- They are responsible for **coordinating the work of other participants** involved in the subtask.
- They **lead to the achievement of the KPIs** linked to that specific subtask.
- Often (though not always), they are also in charge of **drafting and submitting the related reports or deliverables**.

0.4. Interconnection with other Work Packages

As communication and dissemination activities in OpenEU are strongly rooted in the results and achievements of other Work Packages, The Secretary General establishes permanent and structured connections with all WPs.

Each WP is encouraged to proactively share updates, milestones, deliverables, and highlights that can inform external communication with the Secretary general. For this purpose, WP leaders may use the **WP8 communication mechanisms for sharing [event announcements and newsfeed](#)**.

0.5. KPI Governance and Responsibility Sharing

To ensure the effective implementation of WP8 and the achievement of its

quantitative and qualitative Key Performance Indicators (KPIs), this section outlines how responsibilities are distributed across tasks and partners.

This governance model builds directly on the formal roles defined in the Grant Agreement.

All partners contribute to at least:

- Two campaigns per year
- Three multimedia materials per year
- Fourteen press impacts per year
- Minimum three original communication items annually for the OpenEU channels (e.g., articles, videos, interviews).
- Promote impacts and active engagement of the local community on the OpenEU portal and the project's social media.
- At least 1 advocacy action (at local, national or European level) as per subtask 8.4.1

1. KPIs, Monitoring and improvement

The dissemination and communication performance indicators are the KPI's. They are assessed with respect to the fulfilment of the strategic objectives of the Communication and dissemination plan. OpenEU will use a structured, continuous cycle of evaluation, feedback, and action. OpenEU will follow the [European Commission Communication Indicators Guidelines](#).

Quarterly assessment sheet for progress monitoring of KPI's. In case of level for corrective action, the STL and the WP8 Board will implement adjustments such as:

- Produce more content and dissemination activities
- Shift focus to better-performing channels or underrepresented audiences.
- Increase interaction through more engaging content (polls, videos, storytelling).

Monitoring is also a part of the activities related to subtask T11.4. in WP1 "Risk

mitigation and contingency” where a risk analysis will be performed.

0.1. Key performance indicators

The Alliance has created a joint KPI tracking data sheet that will systematically record media activities and will allow reflecting on the Alliance media appearances on a yearly basis.

The purpose is to assess the visibility, impact, and effectiveness of the Alliance’s communication strategy over time.

The KPI tracking data sheet will be filled by the leaders of WP8, the members from the universities that create publications, and the Communication and engagement officer. A yearly analysis will be used for monitoring and improvement.

Here is the OpenEU **KPI Tracking Data sheet**.

0.2. Principle of Responsibility

Each task and subtask within WP8 is assigned a lead partner (STL) as per the Grant Agreement. These STL partners are accountable for the successful delivery of the associated deliverables, milestones, and KPIs.

In addition, supporting partners participate according to their thematic relevance and operational capacity.

KPI Ownership and Delivery

Process

1. **Monthly:** Each partner uploads communication outputs (news, events, media hits) to a shared folder.
2. **Quarterly:** WP8 Board reviews KPIs, identifies underperforming areas.
3. **Corrective actions:** if targets not met → intensify campaigns, shift budget to performing channels, reallocate tasks.
4. **Annual report:** summary sent to ExBo + used in official GA reporting (D8.3).

Roles

- **Communication Officer:** manages dashboard, quarterly reviews.
- **WP8 Board:** strategic oversight, approves corrective actions.
- **STL (Single Task Leaders):** accountable for delivery of each KPI + propose

corrective actions to the board.

- **All partners:** contribute evidence, amplify messages, feed metrics.

KPI	Main Responsible	Key Participants
500,000 portal visits	UNED	All partners
10,000 social media followers	OUC	All partners
8 campaigns (2 per year)	OUC	All partners
90 multimedia resources	OUC	All partners
500 media appearances	UVT	All partners
9 newsletters (quarterly)	UVT	Associated Partners, ICLs
Participation in 50 events	OUC / OUNL	All partners

1. Internal communication and workflow guidelines

The partners have established a common space for sharing information and exchange of files, related to the dissemination activities and have created the following guidelines for information and document exchange, related to the dissemination activities of the Alliance:

- WP8 Shared folder
- WP8 Internal communication and workflow guidelines
- Instructions — Uploading shared content to WP8 Google Drive
- Instructions — Content Coordination on WP8 “Follow-up calendar”
 - Instructions — KPI’s tracking sheet
 - Instructions — Templates and Design request

- WP8 social media workflow

2. Annexes

Annex 1: Examples of editorial content and Content ideas for social media

Content should be diverse and tailored to reflect the broad range of activities and experiences that OpenEU offers. The key content pillars include:

- **Joint Educational Initiatives:** Courses (e.g., micro-credentials, joint degrees, Blended intensive programmes -BIPs-) developed/offered within the Alliance.
- **Open Calls** of any kind of opportunities.
- **Student & Alumni Stories:** Featuring mobility programs, joint degree programs, and real-world experiences, internships opportunities, student and doctoral exchange programmes
- **Faculty, Researchers, Administrators Stories:** Showcasing contributions to academic collaboration, research breakthroughs, and institutional development, staff weeks.
- **Alliance Collaboration:** Sharing the success of joint projects and initiatives within the OpenEU network.
- **Knowledge Sharing:** Highlighting academic & research excellence, key outcomes of policy briefs.
- **European Values:** Promoting the core values of diversity, inclusion, sustainability, and democratic engagement through academic practices and community outreach.
- **Events & Opportunities:** Promoting Erasmus+ opportunities, internships, and academic & research calls to action.
- **News, press-releases and articles**

Annex 2: Communications team

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Annex 3: Phases of implementation

In addition to the OpenEU Action Plan the activities will be further structured in three main phases: Awareness, Engagement, and Impact & Sustainability. This phasing aligns with the project's journey from initial planning and implementation to attracting and retaining the target audiences.

Phase 1: Awareness (Planning & Initial Implementation)

This initial phase focuses on making the project known. The goal is to build a strong foundation of knowledge about what OpenEU is and what it aims to achieve, as it needs to introduce a new European initiative to its community. Focused on the internal stakeholders before expanding to external audiences like policymakers, the general public and the media. Establish a shared vision and sense of collective ownership of the project. With goals and key actions for the target audiences based on the KPIs to be achieved.

- **Brand Activation:** Ensure all materials follow a strong and recognisable visual identity for OpenEU as well as the correct use.
- **Audiences:**
- **Internal Community** Students (traditional & non-traditional), Academic and teaching staff, University staff and administrators.
- **Timing:** This phase coincides with the initial setup, aligning with the establishment of the communication plan. **M1-M12**
- **Key Actions:**
- *OpenEU Portal* Launch the OpenEU Portal with clear branding, user-friendly structure, and regularly updated content as per subtask 8.2.1.
- *Production of multimedia resources:* with the support of each partners' communication units and PR/Marketing teams create at least 10 multimedia resources.
- *Newsletter:* Create the design and structure and disseminate (M13-M48) OpenEU's quarterly e-Newsletter to the OpenEU university community and key stakeholders as per subtask
- **External Community** Policy-makers and public authorities, Media and general public, Employers and civil society.
- **Timing: M1-M48**
- **Key Actions:** *Press releases, opinion articles, events, and interviews to build general awareness and understanding of OpenEU's unique value proposition.*

Phase 2: Engagement (Project Activities & Dissemination)

Once the community is aware of the project, this phase focuses on actively involving them. The goal is to move from passive awareness to active participation in OpenEU's activities. This phase is where the key messages shift from general information to promoting specific opportunities, runs throughout the project's lifecycle, taking advantage of strategic moments

linked to the execution of the various work packages and the dissemination of their results: Defining key actions for the target audiences based on the KPIs to be achieved.

- **Audiences:**
- **Timing:** M12-M48
- **Content Creation:** multimedia resources, including explainer videos, recorded webinars, testimonials.
- **Community Building:** Q&A sessions, social media. Building a community and encouraging broad engagement by featuring student, alumni, staff stories to showcase real-world experiences and contributions.
- **Key Actions:** Promotion, support and dissemination of events such as research workshops and co-creation events with internal and external stakeholders, Staff Mobility Week, engagement with Communities , OpenEU Festival, OpenEU Online Job Fair – as well as all institutional events led or co-led by the Alliance as per subtask 8.3.3.

Phase 3: Impact & Sustainability (Results & Future Outlook)

This final phase focuses on showcasing the concrete achievements and ensuring the long-term sustainability of the project. The goal is to consolidate OpenEU's position and influence at local, national, and European levels. The communication strategy will move towards proving the project's impact and demonstrating its value.

- **Timing:** This phase is tied to the project's conclusion and the presentation of its final results. The plan also mentions continuous monitoring and improvement with quarterly KPI assessments.
- **Key Actions:**
- **Advocacy & Policy:** Produce and disseminate policy briefs and white papers to decision-makers.
- **Showcasing Results:** Disseminate the outputs of other work packages.
- **KPI Reporting:** The plan outlines key performance indicators (KPIs) to assess visibility and impact. The communication team will use a joint KPI tracking data sheet to systematically record media activities and analyse them yearly for monitoring and improvement.