Dissemination Process

Communication Team

Wrocław University of Science and Technology

U LISBOA | UNIVERSIDADE DE LISBOA

- **WP5 Leader Wroclaw Tech:**

Anna Hejno - anna.hejno@pwr.edu.pl

- **Contact Person:**

Veronica Lott – veronica.lott@pwr.edu.pl

- **WP5 Leader ULisboa:**

Isabel França - isabel.franca@reitoria.ulisboa.pt

- **Communication Team:**

Sofia da Cruz, Marco Soares, Joana Lobo Antunes

- **LinkedIn Communication Person:**

Andreia Pasadas - andreia.pasadas@tecnico.ulisboa.pt

Dissemination Process

- **Objective:** Communicate the outcomes and insights to a broad audience and share the results with relevant stakeholders.

- **Target Audience:** Academic institutions, policymakers, industry partners.

- **Channels:** Unite! Widening and Unite! websites
  Unite! Widening LinkedIn and Unite! LinkedIn and IG

Enhancing communication for better outcomes

www.unite-university.eu

Strategies for Effective Communication

Objectives & Actions

- Workshops & Trainings
- Conferences
- Share the Project results
- Share Work Packages' insights & progresses
- Doctoral School

Channels

- On-site events
- On-line events
- Widening - Website & LinkedIn
- Unite! – Website, LinkedIn & IG

Messages & Materials

- Create distinct messages tailored to each stakeholder group and adapted to suit each social media platform
- Develop engaging and informative materials through deliverables, milestones, visual presentations, etc.

Timeline & Evaluation

- Schedule news: WP leaders' input 2 weeks before publishing; For calls to action, 4 weeks before events
- Share Deliverables & Milestones as soon as they are on the Funding & Tenders Portal
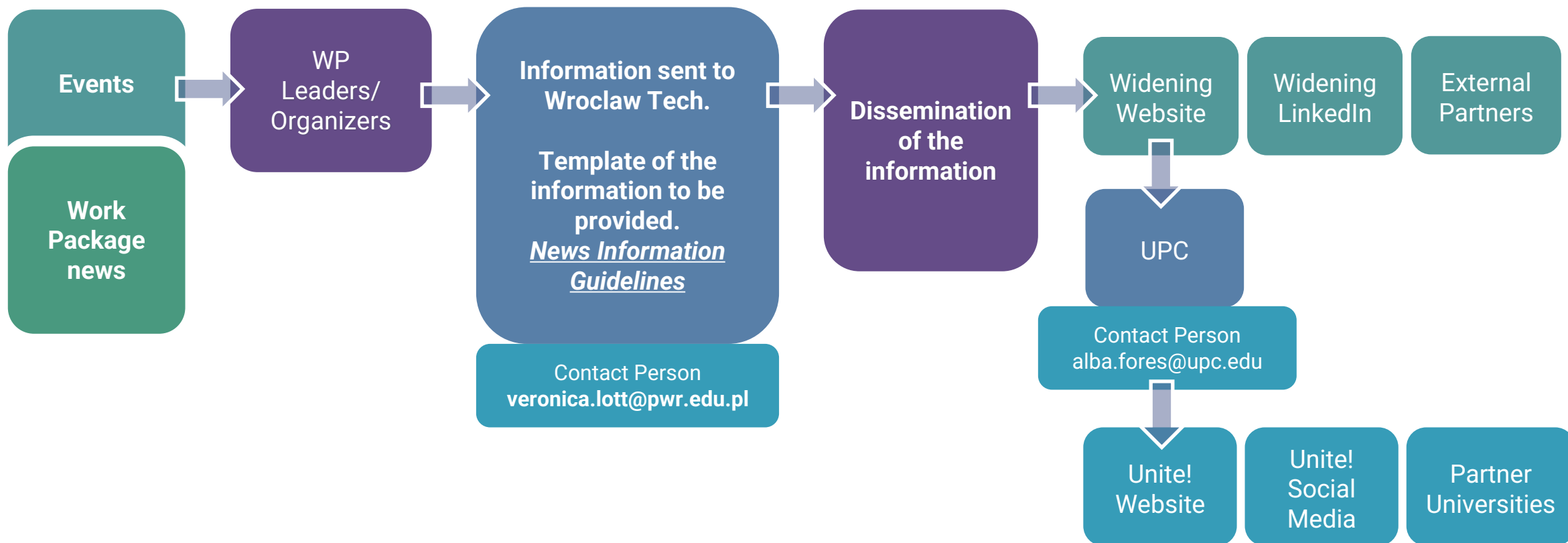- Assess effectiveness and make necessary adjustments

Dissemination Flow

The communication flow ensures clear and effective information sharing across all stakeholders through three key activities:
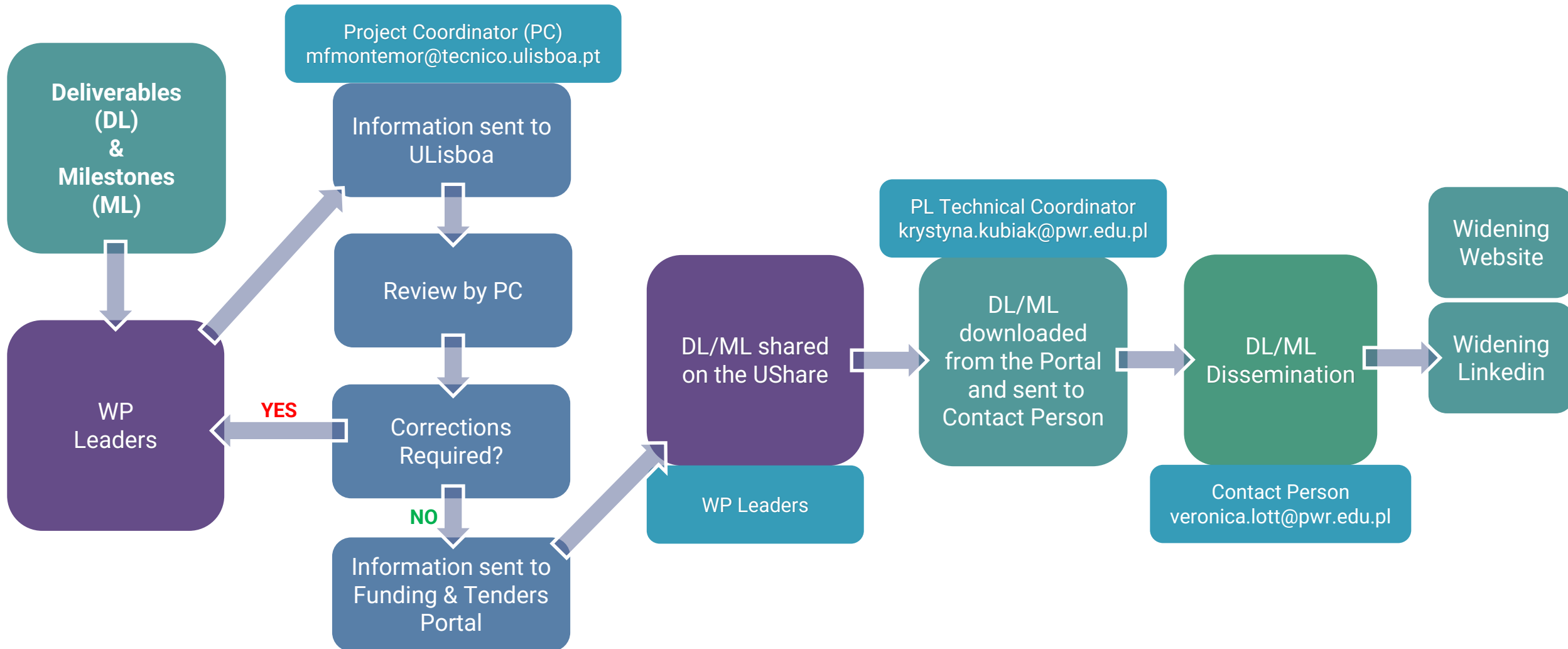
- **Events and workshops** foster engagement, collaboration, and knowledge exchange.
- **Work Package news** keep stakeholders informed about the project progress, objectives and responsibilities.
- **Deliverables and Milestones** outline the process for creating and distributing key project outputs, ensuring transparency and alignment with project milestones.
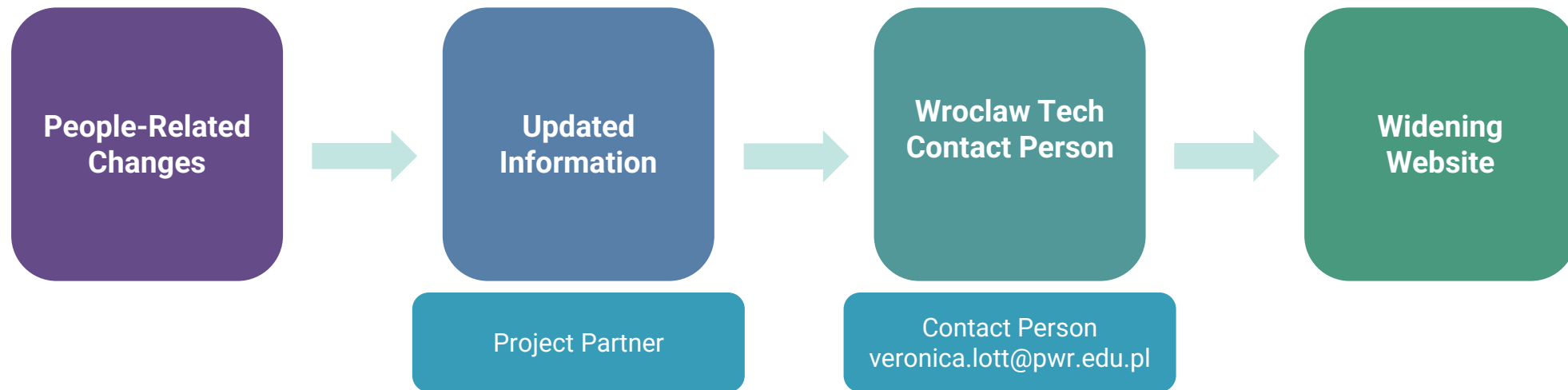
Communication Flow Chart - Events & News

Events

Work Package news

→ WP Leaders/ Organizers

→ **Information sent to Wroclaw Tech.**

Template of the information to be provided.
News Information Guidelines

Contact Person
veronica.lott@pwr.edu.pl

→ **Dissemination of the information**

→ Widening Website

Widening LinkedIn

External Partners

UPC

Contact Person
alba.fores@upc.edu

Unite! Website

Unite! Social Media

Partner Universities

Communication Flow Chart – Deliverables & Milestones

Update Communication – Project Governance

All changes related to people, such as team member updates, role modifications, or contact details, should be promptly communicated to the contact person.

People-Related Changes	→	Updated Information	→	Wroclaw Tech Contact Person	→	Widening Website
		Project Partner		Contact Person veronica.lott@pwr.edu.pl		

Widening LinkedIn

- Enhance visibility of UNITE! Widening to stakeholders, partners, users and finantial bodies
- Communicate it as a spin-off of UNITE!
- Deliver content on UNITE! Widening, share content from its partners when it crosses scientific areas of the project
- How to contact: Veronica Lott is always the contact person for all matters related to the UNITE! Widening communication. The content will be uploaded by Andreia Pasadas from Técnico, ULisboa

First post

Important notes:
- Use clear and direct language
- Use images/videos in all posts
- Use hashtags useful for the project
- Tag partners

Templates

All written communication must include visual identification. Official templates for necessary documents and prints are available in the "Files" section of our website.
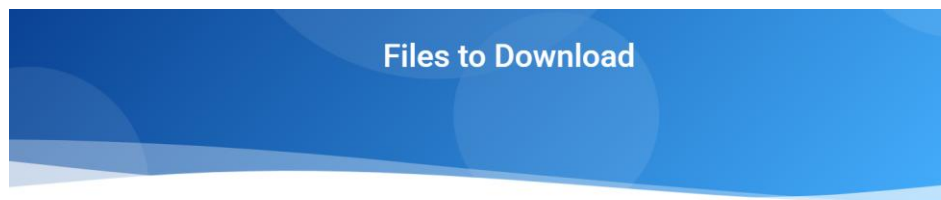
Documents Templates

All documents types:
- Deliverables
- Presentations
- Posters
- Leaflets
- Roll-ups
- Social Media

Website Files

unite-widening.eu/files/

Files to Download

Download All Unite! Widening Template Files

Logotypes	Deliverables	Flag
Logotypes (preview)	Deliverables Template (.docx)	Flag 1 (.pdf)
Logotypes (.ai)	Deliverables Template (.pdf)	Flag 2 (.pdf)
		Flag Templates (.eps)

Download

Template personalisation to meet specific needs for the event, deliverable or presentation

Widening Visual Identification - Disclaimer

Any communication or dissemination activities, as well as infrastructure or major results funded by the grant, must acknowledge the EU support. This includes displaying the European flag and the funding statement. The emblem must be shown clearly, without changes or additional logos, brands, or text.

Get involved!

🌐 https://unite-widening.eu/

✉ unite.widening@tecnico.ulisboa.pt

in https://www.linkedin.com/showcase/unite-widening/

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