



**D15.3 - COMMUNICATION AND  
DISSEMINATION MATERIALS**

*22/12/2022*

Work Package: 15 - Impact and Dissemination  
Arqus II - Arqus Erasmus + Work Plan 2022-2026  
(Project number: 101089551)

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## D15.3 - Communication and Dissemination materials

### INTRODUCTION

Work Package 15, Impact and Dissemination, has the general aim of maximising the visibility of the Alliance, reaching the specific targets, encouraging the communities to participate in its activities and presenting the results to the different stakeholders in order to strengthen the overall impact of the Alliance and serve as a role model for other Higher Education Institutions

From the beginning, the Arqus communication policy has had, in summary, **three fundamental objectives**: awareness, goal-oriented behaviour and openness.

- **Awareness.** One of the essential objectives of the communication actions to be developed within the Alliance keeps being to improve the awareness by the different target publics in relation to its own existence, its objectives, its initiatives and activities, and the nature, importance and the social, economic and scientific impact of its expected/obtained results.
- **Engagement (goal-oriented action).** The other essential objective is to improve the participation of the target groups in the activities organised by the partner universities within the difference Alliance Working Packages. In this sense, the aim is not only to establish a monologue, but rather to ensure the development of two-way communication channels with the identified target audiences, university communities and other stakeholders in order to identify their respective priorities, achieve their engagement in the initiatives undertaken, and evaluate their perceptions about the outcomes of such initiatives.
- **Openness.** Arqus openly shares its experiences and outputs where appropriate through its public website, social media, electronic newsletters, publications, press releases and events, with the vast number of university partners and networks in Europe and beyond.

In order to achieve these objectives, below are described the tools and materials already in place.

### CORPORATE IDENTITY SUITE

All actions undertaken in the field of communication need to be visually linked directly and unequivocally with Arqus, for which graphic elements are required (images, colours and typographies) so that the public can mentally associate with the Alliance and its objectives.

#### Logo

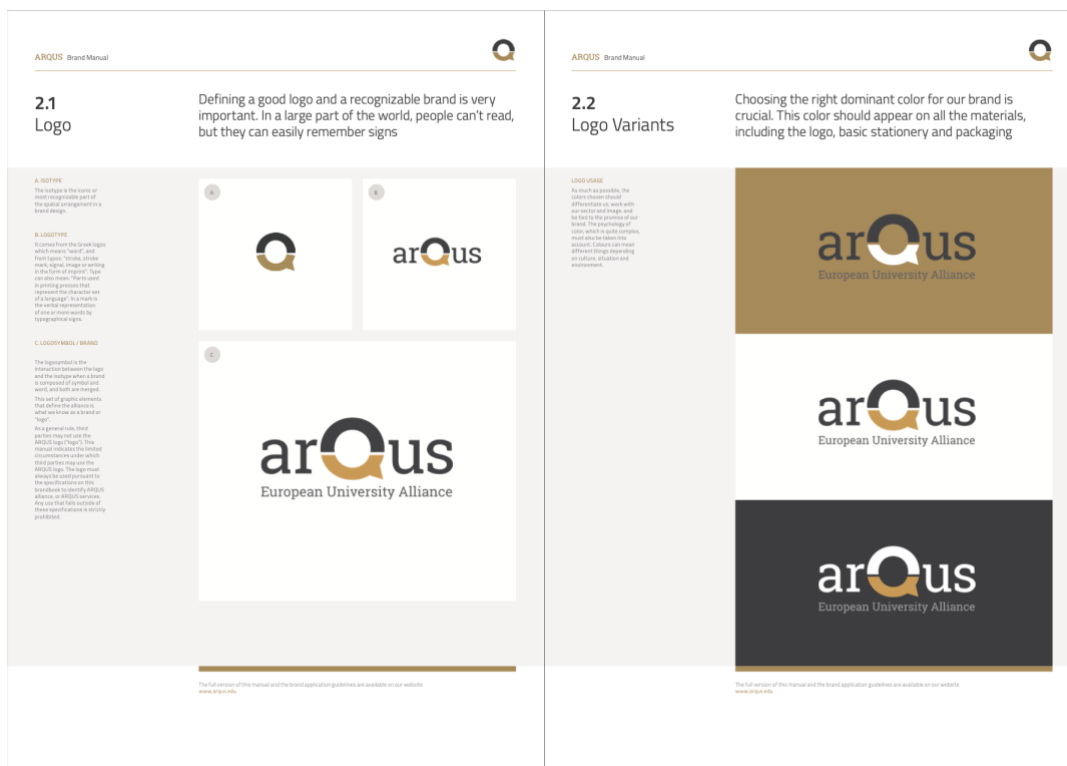
Arqus adopted a corporate identity in early 2019 (see below) composed by an imagotype and a set of colours, a typography and a set of rules for their correct use. The imagotype reflects the origin of the Alliance's name, the arch which represents the links between partner institutions across the map of Europe and the sound foundations the Alliance is building for future cooperation. The central "Q" further underlines the quality of the initiative, whereas the bottom half of the letter resembles the conversation (consensual constructive dialogue) on which the Alliance is building its shared future. The isotype (graphical component of the imagotype) is accompanied by a text line in which the name "European University Alliance" is clearly stated underlining the Arqus name.



The Arqus logo may temporarily vary from its original version accordingly to special events or dates in the calendar.

## BRAND MANUAL

Arqus counts on a Brand Manual for the use of the imagotype, colours, fonts, etc.



Paper and digital publications of all kinds for all Arqus activities and communication and advertising materials must adhere to the guidelines established in that Brand Manual and its templates.



Also, a variety of secondary colours have been developed to allow more dynamic and appealing content, more adjusted to each target group.

## BASIC TEMPLATES

Arqus has developed different word and power point templates for different purposes. Each time there is an important event, a new template is developed by the Communications Team for that specific action. This way, the standardisation of Arqus documentation with a unique visual identity is assured.

Example 1: Arqus general power point template:



Example 2: Arqus general word template and template for Arqus II deliverables:



### Example 3: Vilnius University power point template:



## ONLINE TERMINOLOGICAL DATABASE FOR TERMS IN HIGHER EDUCATION

Terminological consistency is the basis for strong and efficient communication. Based on the state-of-the-art bilingual terminology management tool UGRTerm, developed by terminologists at the University of Granada ([ugrterm.ugr.es](http://ugrterm.ugr.es)), Arqus is building an online terminological resource, the ArqusTermbase, in all languages of the partner Universities in order to facilitate effective multilingual communication as well as to keep consistency in the concepts used.

### Online communication channels

Online communication channels are not “materials” themselves, which is the topic of this report, but are still extremely useful tools we would like to mention.

## THE ARQUS WEBSITE

The [Arqus Website](#) is part of the external communication strategy and is considered the main dissemination tool of the Alliance. It provides information about the Alliance and its mission, values, activities and results.

The Arqus Website is regularly updated with documents, news, calls and events. It is also the platform to share outputs of interest such as recommendations or best practices.

This website has been recently restructured, being now much more navigable, targeted and user-friendly. It now includes three menus: one for target audiences, the general menu, and one for different topics of interest. In the upcoming weeks, this third section will be restructured to reflect the Work Plan of Arqus II.

Its structure is adapted to the specific needs of the Alliance and contains these public sections at this stage:

1. Information regarding the **Alliance**, its aim and objectives; members, etc.
2. Specific **sections targeted** to each one of the audiences (students, researchers, etc.).
3. Information on **events** with a calendar of future activities and a record of past activities, as a public report/record of the work carried out within the Alliance; activities must be classified on the basis of a series of different criteria (target public/audience, field of activity, dates, etc.) to facilitate searches.
4. A section for all **calls** made within the Arqus Alliance for partner university staff and students, graduates/alumni, or for the general public.

5. A section dedicated to **News**, which must be frequently updated with information focused on Arqus-related activities and achievements. The various items should, where possible, include multimedia content to enrich the text.
6. A **Newsletter** section.

The website may also include other sections such as “Media” or “Deliverables”, among others (sections that will meet the needs of the work plan and of the activities carried out).

Arqus members may contribute to the website blog and the newsletter with articles and news.

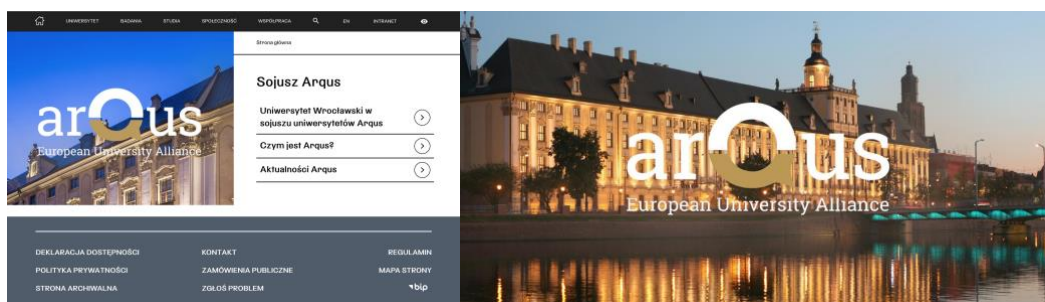
Some members may eventually have one or more representatives with publisher and reviewer roles who would be coordinated by the Communication Team. For the sake of coherence and security, only the University of Granada has access for administration.

### Local universities minisites

Each university has developed a webpage (or a specific section) under their official websites dedicated to promoting Arqus. The local university minisites are used for:

- Presenting the Alliance and all its information in their official languages
- Posting their local Arqus-related activities in their official languages
- Publishing news and events in their official languages

Example: University of Wroclaw Arqus website:



Links to local websites:

- [University of Granada](#)
- [University of Graz](#)
- [Leipzig University](#)
- [Université Claud Bernard Lyon 1](#)
- [University of Minho](#) (work in progress)
- [University of Padua](#)
- [Vilnius University](#)
- [University of Wroclaw](#)

### NEWSLETTER

Arqus uses MailChimp for creating and managing mailing lists, newsletters and automated campaigns.

The subscription form is available on the website. The number of subscribers has importantly increased since its creation in December 2020, having at the time of writing this report 2614 subscribers.

A specific landing page (<https://arqus-alliance.eu/newsletter/>) is available for the subscription, allowing the Alliance members and staff to share the invitation link with potential targets.

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## SOCIAL MEDIA

Social media are another useful dissemination channel to inform about the Alliance (activities, calls, events, news...). They provide the most direct online impact on potential and targeted audiences, as previously mentioned.

The following Arqus profiles have been set up:

- Twitter (@ArqusAlliance)
- Facebook ([www.facebook.com/ArqusAlliance](http://www.facebook.com/ArqusAlliance))
- Instagram ([www.instagram.com/ArqusAlliance](http://www.instagram.com/ArqusAlliance))
- LinkedIn ([www.linkedin.com/company/ArqusAlliance](http://www.linkedin.com/company/ArqusAlliance))
- YouTube ([www.youtube.com/ArqusAlliance](http://www.youtube.com/ArqusAlliance))

Furthermore, the creation of Facebook or LinkedIn groups may be considered.

All members are invited to share any information that may be of interest in the official Arqus social media channels through the Communication Officers.

All information related to the Arqus news, events, outputs and activities is usually published under the hashtag #ArqusAlliance. This hashtag can be used by any of the members' social profiles. Specific hashtags are used in different contexts, in order to tag the activities under their main topics.

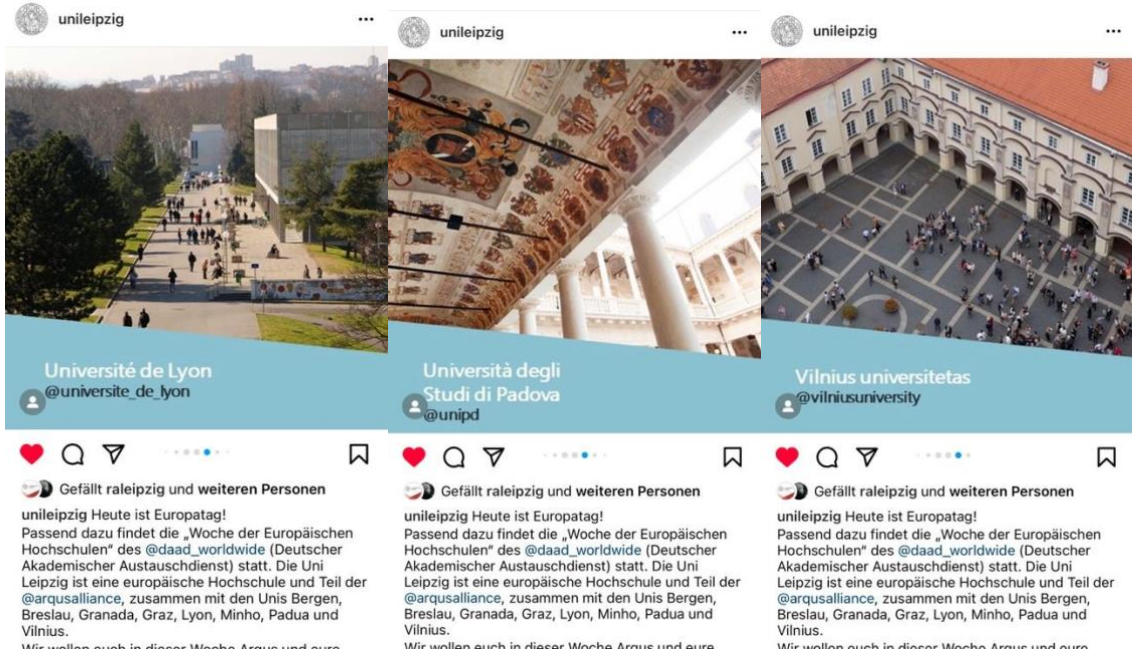
The social media profiles consider the multilingual nature of the Alliance, and so its contents might be translated and replicated, where appropriate, in Spanish, German, French, Portuguese, Italian, Lithuanian and Polish.

An annual calendar with key dates is in place as a guide for the Communication Team to organise activities or publications related to these important dates, such as the workshops "Your voice matters", the transdisciplinary forums or Summer/Winter Schools, among many others.

Several communication campaigns have been run by partners and local social media accounts that can have an application in the upcoming period.

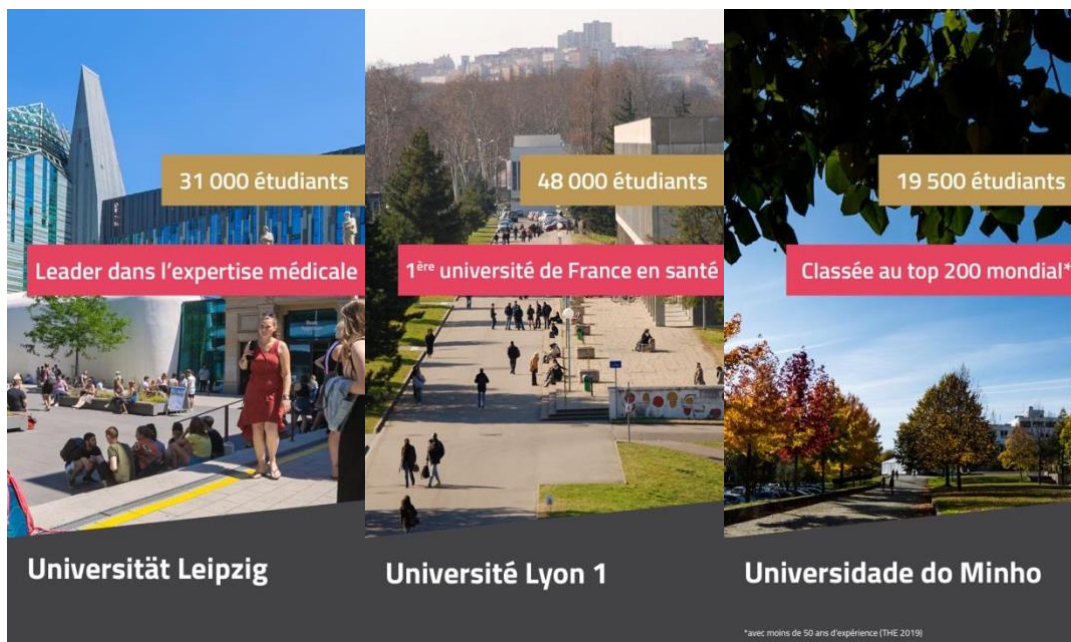
Example 1: The national funding partner for Arqus in Germany, DAAD, had a themed week in May 2022. For this, Leipzig University prepared an Instagram takeover for the whole week with videos and info material about the Alliance, material that can be used in the future as well.





Example 2: Lyon 1 and Leipzig University have also developed Instagram Stories to present the partner universities:





## ONLINE WEBINARS AND OTHER ONLINE ACTIVITIES

The Alliance has 8 multidisciplinary partners that provide an endless resource of knowledge and initiatives. Therefore, on special occasions (e.g., world refugee day) as well as at any time there is a worldwide event, a milestone of the Alliance or a personal proposal from any of the partners that may be of interest and that can serve as a topic for discussion, a webinar or any other online activity may be organised.

Online activities are an important tool to disseminate our outcomes and increase our visibility. Arqus counts already on more than 100 uploaded videos and more than 30 broadcast live sessions. In total, these videos have got more than 30 000 views. Although these are past activities, the topics may still be currently of interest. Therefore, these videos keep serving for dissemination materials as well as for improving Arqus Search Engine Optimization.

### Examples

#### The Arqus Cafés

Arqus is currently running its 5<sup>th</sup> edition of the Arqus Cafés, a place to meet other students online and practice languages while having fun and socializing. Leipzig University produced an Instagram post and story with videos of different participants used for the dissemination of the activity that can be re-used in future editions.

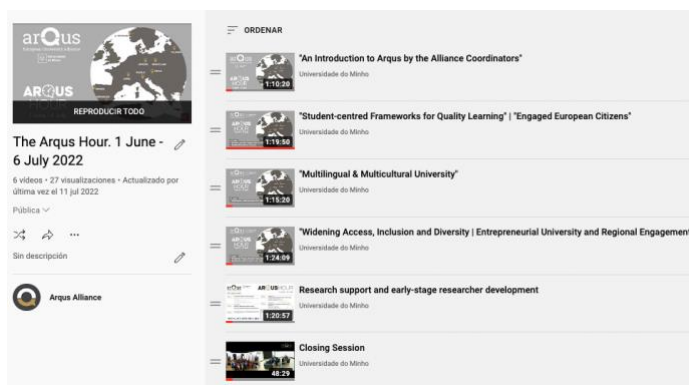


## Blogspot series



Members of Leipzig University share their experiences in the new blogpost series “Unterwegs mit Arqus” (“Out and about with Arqus”) in the University’s magazine. For every story (5 so far, more planned) there’s been an Instagram post, for some a Twitter post.

## The Arqus Hour



The Arqus Hour is an initiative by the University of Minho that consists of a series of presentations and interviews with different participants in the Alliance, for its promotion and creation of awareness in this university. All videos are available on the [Arqus YouTube channel](#).

## WIKIPEDIA ENTRY

A Wikipedia entry on Arqus will be published to provide a brief description and link to the Alliance website. This will give visibility, enhance the presence of the Alliance on the Internet and improve Search Engine Optimization.

## THE ARQUS APP



Arqus counts on an app that was developed by the University of Padua for the Arqus Annual Conference held in April 2022, which may be updated and used for the next Annual Conferences and other events.

## Offline communication channels

### PRESS RELEASES AND PRESS CONFERENCES

Relations with the media are based essentially on two main instruments:

- **Press releases** offer one of the most efficient and effective ways to disseminate information, particularly to the media and other organizations. Press releases are usually enriched with multimedia material (photos, videos, where possible), in order to inform about the most outstanding activities in an appealing way. These press releases must contain a boilerplate with the most important and basic information about the Alliance, as well as links to the web portal and to other related past events and news when appropriate. Press releases are sent out through mailing systems and news agencies at local, national and international level. They may be prepared and distributed to the media at specific milestones of the Alliance and before and after each annual conference.
- **Press conferences** may be organized around major achievements and events.

Every partner is encouraged to write local press releases. These must be sent to the Arqus Communication Officers for their review and for the record before sending them to the media.

### ADVERTISING CAMPAIGNS

The possibility to carry out offline advertising campaigns is considered for the wide dissemination of calls, announcements and initiatives of public interest undertaken by Arqus.

In order to increase the awareness of the Alliance, its members may participate in local, regional and national radio and TV programmes to present the Alliance.

For example, the Arqus Coordinator has very recently participated in an interview for local and national radios within the project [Euroconexión](#), a project between the Association of University Radio Stations of Spain and the Spanish Press Office of the European Parliament, which aims to bring the reality of the European Union and its institutions closer to young university students and, by extension, to the entire university community.

Every partner is encouraged to carry out advertising campaigns. These have to be shared with the Arqus Communication Officers for their review and for the record before publishing them.

### SPECIAL EVENTS AND DISSEMINATION

#### Arqus Day

On 18th October 2019, the Arqus Rectors' Council was formally established in Granada, and all Arqus rectors signed the partnership agreement that defined the commitments and internal working procedures of the Alliance for the first three-year Erasmus+ Work Plan. This important date was later designated as the annual day to celebrate Arqus, the Arqus Day, through local dissemination events, publications and other activities.



Example 1: On the occasion of the Arqus Day 2020, the University of Graz produced a drinking bottle that was given as a present to all people involved in the Alliance at that moment. This design is still in use and will be produced and handed out in future activities.



Example 2: On the occasion of the Arqus Day 2022, Lyon 1 conducted an Instagram campaign as part of its strategy to make the Alliance more known/visible. During this two-



day campaign, two videos were posted on Lyon 1's Instagram (@univlyon1). The first one was a video produced by the University of Leipzig. It shows a member of each Arqus university saying in its national tongue "Welcome to Arqus". The second one was produced by Lyon 1 and gives a little information on the Alliance and its opportunities.

Alongside, stories presenting Arqus and each member university were posted. This campaign may be replicated by other universities for upcoming Arqus Days or other initiatives.

Example 3: Design by Vilnius University:



### Annual Conference

Arqus has been implementing over the years a series of actions to inform about the multiple initiatives of interest undertaken by the Alliance, not only to the members of the partner universities, but also to other universities, other European University Alliances, university networks and associations, and all local, national and international social and economic stakeholders who may be potentially interested in them.

The Arqus Annual Conference is designed to be organized at a partner university on a rotational basis and attended by a large number of representatives from each institution, including senior management, academics, administrative and support staff, students, doctoral candidates to ensure cross-cutting institution-wide active involvement in Arqus activities and, where possible, alumni and strategic international partners, with a view to promoting and anchoring engagement in the Alliance.

The public part of the conference is usually devoted to a specific theme each year and both for those physically present in the event and for those participating through live streaming offers a unique opportunity to become familiar not only with the central theme but also with Arqus outputs and best practice throughout the Alliance's activities.

Following the event, recordings of conference sessions may also be available asynchronously on the Arqus YouTube channel for public use. Where appropriate, open-source electronic and hard copy publications may be produced to disseminate these results and the reflections at the annual conference.

These conferences will be held in turn at partner universities over the next four years: Minho, Graz, Leipzig and Lyon, and are instrumental actions in developing an Arqus identity and community-building. They also serve as annual milestones for reflecting on progress made, obstacles encountered and shortcomings to be corrected. The participation of the International Advisory Board as an external advisory body at these annual events is of great assistance in fulfilling this second role.

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### Workshops for and by students

During the upcoming years 2022-2026, each university will plan two workshops entitled “Your voice matters” for students to present them the opportunities offered by Arqus in terms of mobility, learning resources, digital skills, etc. and to train them in the intercultural and transdisciplinary competences needed in the new scenario of higher education transformation.

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### Transdisciplinary Forums

Likewise, four Transdisciplinary Forums will be organized on the EU priorities for the new Erasmus+ application period. These Forums will count on the participation of academics and students from diverse disciplines (from the different Arqus Action Lines) as well as external stakeholders (companies, public authorities, associations, NGOs, etc.) to co-create innovative solutions and discuss new opportunities for the target groups.

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## POLICY STATEMENTS, POSITION PAPERS, RECOMMENDATIONS AND GUIDELINES

Policy statements, position papers, recommendations, guidelines or open-source monographs on key themes will be issued. These documents will gather and present the results and conclusions of the Arqus Annual Conferences, and of other Arqus events and actions.

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### \* EU FUNDING

The EU emblem is and must be used in all materials and contents produced. All visual and audiovisual materials must contain the logo of “Co-funded by the European Union”. This statement is also in the footer of the website and included in all press releases distributed. This is essential to acknowledge the support received by the European Union and shows the added value of the EU programmes. Any publication must also contain the statement: *The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

### Dissemination material

In order to keep promoting the Alliance and disseminating its identity, goals, activities and results, a series of materials are available and will continue to be developed. Arqus considers the global warming crisis a high priority within its values and, therefore, whenever possible, it avoids printing out unnecessary materials. For this reason, the materials included here are intended for use mainly in a digital format. Nevertheless, the approach to target groups in a face-2-face manner is becoming ever more necessary to

increase awareness and encourage the communities to participate in groups and activities. Therefore, in-person actions will be developed as well.

Specific materials may be created for different events/activities.

## DIGITAL DESIGNS

### Presentation

An Arqus presentation has been designed in PowerPoint format for the promotion of the Alliance in workshops, meetings or other events. The standard presentation must be In English and highlights the goals and achievements of the Alliance. It will be updated regularly during the Alliance lifetime in order to reflect its achievements.



Arqus universities have adapted this general presentation to their own brand manual, respecting the guidelines of both Arqus and the university.

### Brochures, leaflets, fact sheets, infographics

A “Mission statement” brochure is available [on the website](#) and in paper, where the main information is described: vision, mission, values, goals, key identifying features, strategies and the joint strategy for 2022-2032.



This is one of the main dissemination materials used for distribution during conferences, workshops, fairs, etc.

Other brochures have been designed for different purposes and are available for their use in various contexts.

Example 1: Brochure with general information for students, in Spanish and French:



Example 2: Brochure of highlights, prepared for the Campus of European Universities that took place in Versailles last June:



Example 3: A brochure was created for the first Arqus Senior School, hosted by the University of Granada from 19<sup>th</sup> to 21<sup>st</sup> September 2022. In addition to this informative dossier, specific designs were produced to disseminate this event on the Arqus website and social media.

GRANADA  
Arqus Senior School 2022

19 - 21 SEP  
Travel Brochure & Programme Structure





Example 4: Likewise, specific designs were produced for the Granada Arqus School brochure, news on the Arqus website and posts on social media.



Also, fact sheets were developed in the past and will be updated for their use in the upcoming period:

### Posters and Roll-up banners

Posters and roll-ups are very useful tools for offline actions. Different versions have been designed so far. These formats will keep being one of our main materials for future events.



### Slogan “If you are ....., you are Arqus”

Some Arqus universities have adopted the *casual* slogan “If you are *university*, you are Arqus” in their local languages to draw the attention of students to the Alliance and increase the feeling of belonging. For example, at the University of Granada, the claim “Si eres UGR, eres Arqus” has been already used in several dissemination actions and it is planned to keep being used for future activities. Likewise, the University of Minho has also adopted the slogan: “Ser UMinho, é ser Arqus!” for the promotion of the Alliance among its students and Université Lyon 1 has used it for a promotional brochure: “Vous étudiez à Lyon 1, vous faites partie d’Arqus”.



### Logos for specific actions

Depending on the magnitude of an event or an activity, a specific logo may be designed to reinforce the event and give it more visibility. These are some examples:

#### *Annual Conference*

The logo designed for the Annual Conference has been used for the first to conferences and will be used for the upcoming ones, adapted to the specific details in each case:



#### *Arqus Forum 2022*

For the occasion of the first Arqus Forum organised by the Alliance, a specific logo was designed and will be used for future Fora of this kind:



### *Arqus International Forum on Romance Studies (AIFRS)*

Some Arqus researchers came together in February 2021 and created a new multidisciplinary Arqus research network and platform to bolster research and scientific exchange on the Romance languages (linguistics, literature and cultural studies) within the Alliance.

The Forum, multilingual by design, offers various possibilities to connect, to increase research and teaching capacities and to push new ideas and approaches in an international and inspiring environment backed by the joint power of seven high-level European universities.

Due to their regular activity, a logo was created for all actions carried out by them, and appears in all designs of AIFRS activities.



### *Your voice matters*

As mentioned above (see section Workshops for and by students), series of workshops by and for students are planned to be held during the upcoming years. Specific logos have been designed to recognise them and to give them a single identity:



### Backgrounds

Several backgrounds are available for different purposes.

Example 1: backgrounds for video calls



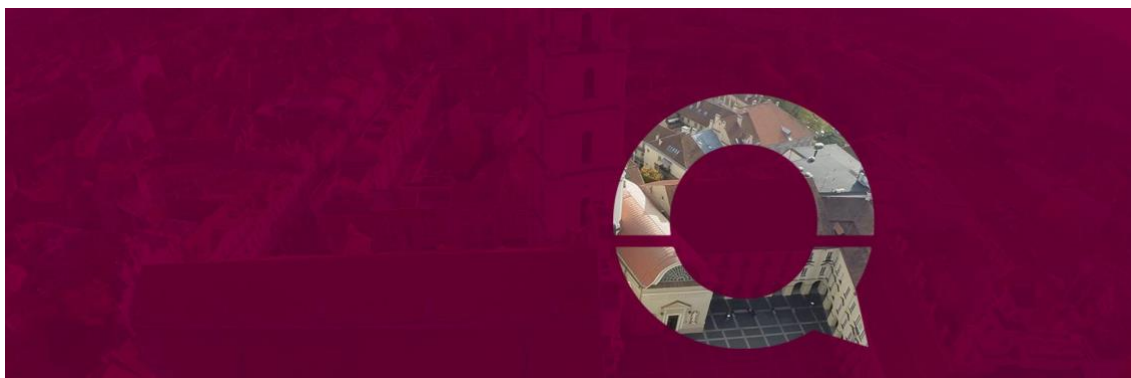
Example 2:

Graphics for designs by the University of Padua:



Example 3:

Background by Vilnius University



### Other materials

Other dissemination materials may be used for different contexts.

Example 1: Lyon 1 has undertaken twice an Arqus exhibition in one of its faculties. The last of these exhibitions was presented in October for the occasion of the Erasmus Days. The exhibition consisted of the creation of one poster for each university/city. Each poster is 1 metre long by 1 metre wide. On them, many facts about the city were described: where the university is located, the average temperature, the number of inhabitants, the city's surface area but also random fun facts that make the city unique etc.

Some photos of the city and of traditional food dishes are included, as well as a graphic skyline of the main buildings. Finally, a part of the poster is dedicated to the university with a short presentation, some numbers and its logo.

This poster exhibition is planned to be replicated in other Arqus universities and several times in different faculties.

Example 2: The University of Granada has produced a structure with a screen where different activities and messages can be disseminated. This structure is allocated at the entrance of one of the Arqus Offices, in a corridor with an influx of students.



Example 3: For the Annual Conference 2023, the University of Graz (host) has produced a date card and distributed them at the Arqus Forum held in Granada in September.

They are also planning to produce posters called “Arqus Success Stories”, featuring people being active in Arqus and telling their best experiences in the Alliance.







Example 4: For the Arqus Research Focus Forum on Climate Change, a booklet was created which had information about each researcher willing to be in it such as contact details and a research abstract. It was created to facilitate exchanges between participants and to thus encourage collaborations. This new format was quite successful and the participants were, for the most part, all willing to be in it. The same format will be used in future activities.

Example 5: for the occasion of the International day of Women and Girls in Science, we developed this beautiful illustration that is expected to be used in future occasions:



More examples: Hand fans, stickers and other materials have been produced to hand them out in fairs and other activities:



## MULTIMEDIA

Arqus counts with an **image and video repository** where all universities have uploaded images and video shootings of their university resources for the preparation of dissemination materials.

Multimedia content is essential for reaching targets nowadays, especially students, considering the trend of the current use of social media: stories in Instagram, TikTok videos, etc.

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## Video

The Arqus YouTube channel (<https://www.youtube.com/arqusalliance>) is one of the key tools of the Alliance for hosting all online webinars and conferences as well as for sharing trainings and audio-visual testimonials, contests, etc.

Also [an explanatory video of Arqus II](#) is already available as main video of the channel.

Examples of promotional videos:

- Testimonial about the [Arqus Twinning](#), by Vilnius University.
- [What are the mobility windows?](#)
- Summary videos of the Annual Conferences.

All the contents on the channel are disseminated through social media and the Arqus website.

### Presentations of the Alliance and its activities by key representatives

Arqus universities have also produced several audiovisual dissemination materials to promote the Alliance among their university communities.

Example: The University of Wrocław's YouTube channel contains [various videos about Arqus](#).

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## Audio

The [Arqus Knowledge Pills podcast](#) is our key tool to bring science, research and its application to the general public. More episodes are foreseen for the upcoming period, where young researchers will explain their research and how it may serve to society.

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## Images

Arqus has a [Flickr account](#) where all pictures from events are allocated. All Arqus Officers must collect images from the activities organised by each university, both for the record and for their use for dissemination purposes.

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