

Objectives

Communication objectives

- to raise general awareness about CIVIS
- to effectively communicate on how to make the most of the opportunities offered by CIVIS
- to take ownership of the CIVIS initiative
- to showcase our activities and achievements
- to encourage a sense of individual identification and belonging
- to create a CIVIS community and collective identity
- to reinforce CIVIS' accountability
- to include the open society and citizens at large

Dissemination objectives

- to share what we learn and develop so that others can use and build on it
- to present the concept and assets of a European University
- to showcase our democratic and participative governance model
- to consolidate awareness and engagement
- to strengthen our reporting and build credibility
- to encourage the participation of all stakeholders, including those outside the university community
- to reinforce CIVIS's accountability and transparency to its funders and partners
- to catalyse new collaborations and highlight still untapped potentials

1.2. Communication and dissemination objectives

By communicating and disseminating on all CIVIS channels, we can:

- implement an effective communication plan to ensure the best impact of project deliverables
- enhance the visibility of CIVIS' objectives, activities and outcomes during all its phases (fabric, construction, consolidation)
- expand the CIVIS brand to both internal and external audiences
- generate new and nurture existing collaborations between all stakeholders and spark bottom-up initiatives
- support the CIVIS project to fulfil its key objectives and goals
- establish CIVIS's credibility as a European academic force to reckon with

Communication objectives

Definition "Strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results."
(EC Research & Innovation Participant Portal Glossary/Reference Terms)

Goal To reach out to society and show the impact and benefits of the EU project.

Focus To inform on and promote the project **AND** its results and success.

- to make the internal audience aware of CIVIS through targeted content diffusion
- to effectively communicate to our community on how to make the most of the opportunities offered by CIVIS
- to encourage a sense of belonging from the academic communities and make them our ambassadors
- to take ownership of the CIVIS initiative and actively participate in its activities
- to create a CIVIS community within the member universities
- to reinforce CIVIS' accountability
- to include the open society and showcase them CIVIS, its offer, and hinge it on the project

Dissemination objectives

Definition "The public disclosure of the results by any appropriate means."
(EC Research & Innovation Participant Portal Glossary/Reference Terms)

Goal To transfer knowledge and results with the aim to enable others to use and take up results, thereby maximising the impact of EU-funded projects.

Focus To describe and ensure results are available for others to use.

- to share what we learn and develop so that others can use and build on it
- to consolidate awareness of CIVIS, its work and its impact among a wider community
- to present the potential, the advantages and the challenges of building a European University Alliance, and contribute to debates on the future of the Initiative
- to assure external audiences of the credibility of the CIVIS project and show its added value
- to strengthen our reporting to the European Commission and society at large by showcasing CIVIS's activities, results and outcomes
- to showcase on our democratic and participative governance model
- to highlight our commitment to build and nurture strong bilateral bonds with the Mediterranean region and Africa
- to encourage the participation of all stakeholders, including those outside the university community
- to show CIVIS key stakeholders and society at large the concept and assets of a European University
- to reinforce CIVIS's accountability and transparency by making data and results retrievable
- to provide data on new findings to catalyse new collaborations and highlight still untapped potentials

1.3. Dissemination opportunities in Year 3 of CIVIS

As defined in chapter 1.2, dissemination is a specific subset of communication actions whereby the results of our work are shared with external audiences in such a way that they can use or build on what we have learned and developed. It is worth breaking this notion down into the three fundamental characteristics of dissemination, giving us three objective criteria with which we can delimit our dissemination actions and ensure we are meeting this obligation.

1. In dissemination content, CIVIS shares the outputs, the methodologies or the evaluations of its work.
2. The content is made available to an external audience, meaning relevant individuals or groups who are **not** part of the internal community of a CIVIS member university (academics, students or staff).
3. The content is made available in such a format that the audience can reuse or build on it in their own work and projects.

Only if a communications action fulfils all three criteria can we meaningfully speak of dissemination. Presenting and promoting CIVIS to our own students and academics is not dissemination, nor is external communications which only informs about our activities or celebrates our successes.

In the case of research projects, the “disseminatable ideas” are easily defined. For Erasmus+ funded projects such as CIVIS, where the main focus is on education, it is important to be clear what is and is not dissemination.

What can CIVIS disseminate?

Outputs: The findings generated by a CIVIS activity, in the form of new knowledge that can be useful to others. These are a staple of research dissemination, but they are likely to be rare for an education project like CIVIS. Nevertheless, some aspects of CIVIS's activities, such as Open Lab projects or CIVIS courses where students undertake research, could generate knowledge or discoveries.

The target audiences of these outputs would be stakeholders working on issues overlapping with those addressed by the activity in which new knowledge was generated.

Methodologies: the processes developed in order to deliver CIVIS activities or manage our European University Alliance. In building CIVIS, we are constantly creating and experimenting with new tools, structures and systems. Sharing these “how tos” with an external audience will allow others to understand how CIVIS was built and maybe follow in our footsteps.

The target audiences for these outputs will include other European University Alliances and their individual member universities, especially Alliances formed through later calls who are still at an earlier stage in their journey. However, some aspects could also be relevant to other types of international networks or organisations working in education who face similar challenges in the design and implementation of cross-border educational opportunities. Finally, policymakers at national and European level will be able to use our methodologies to see the reality of European University Alliances in practice and assess the human resources and tools required to implement this vision.

Evaluations: the reflections which emerge from the critical self-assessment which CIVIS carries out. Evaluation is an inherent part of the CIVIS approach, with both qualitative and quantitative data and judgements emerging from all work packages activities. This evaluation is sometimes a formal process, for example the rounds led by WP8, but it can also be an organic part of the creation, testing and reworking process that accompanies any new CIVIS activity or structure. These evaluations are vital for CIVIS itself to benchmark its progress and improve its ways of working. However, they can also be packaged and shared with external audiences as dissemination content.

The most obvious target audience for these evaluations is once again other European University Alliances and their members, as well as future Alliances still to be founded. They need to see not only what we did but also whether it worked and what we learnt from it. This way they can learn vicariously from our experiences and use our conclusions to inform their own development plans. In the case of evaluations, policymakers are equally important as a target audience, as these evaluations will help them analyse not only how impactful the European University Alliances are, but also the hurdles they face - hurdles which are often of a regulatory nature requiring a legislative solution. Finally, the evaluations and the data they rest on will be useful for any stakeholders interested in the internationalisation of higher education, such as social partners, student organisations and social scientists working on education issues. These evaluations will offer them insight into the impacts of such a process on students, academics and institutions.

In Year 3 we will map the specific outputs, methodologies and evaluations which we can disseminate from each Work Package and its activities. This process will be a joint responsibility of the Communications Officer and the Work Package leaders. As example, here is a preliminary mapping of three potential dissemination opportunities in WP5.

Type	Opportunity	Example of relevant audience
Output	Vital statistics about African partner universities and description of their political and socioeconomic context.	Researchers or policymakers interested in education systems of Africa.
Methodology	Partnership agreement signed with African partner universities.	Other European University Alliances interested in building partnerships with non-EU universities.
Evaluation	Assessment of progress after implementation of projects supported by the first WP5 call.	OECD researchers investigating impact of EU-African education collaborations.

How can CIVIS disseminate?

Once the disseminatable content is defined, and the most relevant target audiences are mapped, it is necessary to choose the most appropriate content type and channel. In this regard dissemination makes use of all the same content types and channels as general communications, but certain tools are especially relevant:

- process maps and handbooks
- qualitative or quantitative reports and infographics
- reflective interviews with those who carried out an activity, in text, audio or video formats
- events organised by us for external audiences, or speaking slots at others' events where we can share CIVIS outputs, methodologies and evaluations with relevant stakeholders. Both the Global and Local CIVIS Days must have some aspects that serve as dissemination.

Dissemination for CIVIS

WP Leaders Workshop



Our aims



- 1. Understand what dissemination is (and isn't).**
- 2. Map dissemination audiences.**
- 3. Start mapping disseminatable ideas from your WPs.**
- 4. Start thinking about dissemination materials.**


What is dissemination?

- Does this word exist in your language?
- What does it mean?
- What do you picture when we say dissemination?



What is dissemination?



 **dissemination**
/dɪˌsɛmɪˈneɪʃn/
noun
the action or fact of spreading something, especially information, widely.
"the dissemination of public information"

Similar: spreading circulation distribution dispersal diffusion proclamation

- We often think it means this, but the European Commission has **a more specific definition.**

What is dissemination?

Dissemination

From Wikipedia, the free encyclopedia

"Military" redirects here. For other uses, see [Disseminated disease](#).

To **disseminate** (from *lat. disseminare* "scattering seeds"), in the field of **communication**, means to **broadcast** a message to the public without direct **feedback** from the audience.

- We often think it means this, but the European Commission has **a more specific definition.**



What is dissemination?

In EU language...

Communication: promoting what we do (and how great it is) so that people are informed and engaged.

Dissemination: sharing what we've learned with an external audience so others can use and build on it.

Communication: promoting

Dissemination: sharing



What is dissemination?



Dissemination:

1. sharing what we've learned or developed
2. with a relevant external audience
3. so that others can use, adopt, adapt and build on it

Disseminare: to scatter seeds

What is **NOT** dissemination?



Dissemination:

Sharing what we've learned or developed with a relevant external audience so that others can use, adopt, adapt and build on it.

Not dissemination: Anything which...

- Only presents our activities or says how great we are
- Only reaches our own students, academics and staff
- Reaches an audience which is unlikely/unable to reuse it
- Is in a format that makes it hard to reuse or learn from

Dissemination audiences

Who are the most relevant dissemination audiences for CIVIS?

Who can learn from us and possibly implement what they learn?



Dissemination audiences

Who are the most relevant dissemination audiences for CIVIS?



It actually depends on the content, but let's start here:

- Staff and academics at other European University Alliances
- Staff and academics at universities interested in the European Universities Initiative
- Local, national, European policymakers
- Experts who work on education management or policy

Lots of people? No, the **relevant** people.

Dissemination content

What can CIVIS disseminate?

For research projects it is easy to pinpoint the disseminatable content. For education projects less so...



Dissemination content



What can YOUR WP disseminate?

- Think about everything your WP is doing.
- What **ideas** could be useful for external audiences?
- Pick one or two, write down who it is useful for and why.
- Don't think about materials yet (reports, videos, etc), just think about the ideas.

Remember, we can disseminate:

1. Knowledge and outputs (we don't have so much of this)
2. Processes and methodologies
3. Evaluations, reflections, "learnings"

Dissemination content

How and where can CIVIS disseminate?



The materials are the same as for all communications:

Articles, reports, handbooks, guidelines, graphics, interviews, videos, events...

The channels are the same as for all communications :

- CIVIS website, social media, newsletters, reports, events...
- And of course member university channels

Dissemination processes

Whose responsibility is dissemination?

Everyone!

- The Comms Team is here to support, but it's not our deliverable as such.
- The content needs to come from all WPs and their taskforces.
- At least one nice piece of dissemination per WP. (Some already have it, so we just need to share it again.)



DISSEMINATION GUIDELINES FOR CIVIS WP LEADERS



Before you read these guidelines, please explore the dissemination workshop slides and the dissemination chapter of the CIVIS Communications Plan.

Once you have read those documents and become a total expert on dissemination, please read these guidelines and write brief answers to the questions at the end.

STAGE 1: THE RAW MATERIALS

Look back through everything your WP and all of its Taskforces/Hubs have done since the beginning of CIVIS in 2019: the activities undertaken, the ideas generated, and the outputs produced. It is a good idea to have the list of deliverables for your WP open in front of you, and to look through any project management records. You might want to involve TF/Hub leaders in this process, but it is not obligatory and might not be necessary if you have a good overview of what they have done.

Your WP's activities, ideas and outputs are the raw materials for dissemination. CIVIS has done a lot already, so you do not need to launch any new projects just for the sake of dissemination. However, we may need to "repackage" what has already been done.

Note: This stage is your preparation for stages 2 and 3. We provide a table here to help you structure your thinking. It is useful for us if you complete this, and it should be useful for you too. However, you do not need to respond in huge detail and you can skip it if you prefer. We do not need an exhaustive list of everything that your WP has done.

TASKFORCE/HUB	ACTIVITY	IDEA OR OUTPUT	MATERIALS ALREADY PRODUCED/PLANNED
<i>Who did it?</i>	<i>What did we do?</i>	<i>What have we learned, developed, or produced?</i>	<i>reports, videos, events, presentations, etc</i>
			<i>Add rows as needed...</i>

Note: This is also a moment to look at the [Resources](#) page on the CIVIS website and make sure that your WP's existing reports, handbooks, etc, have all been published. Let us know if any are missing!

STAGE 2: THE SELECTION

The task in Stage 2 is select items from the ideas/outputs column of Stage 1. Choose the most disseminatable ideas and outputs. This means selecting a few key items which you believe an **external** audience could adopt or adapt in their own work.

Each WP needs to propose at least one item for dissemination, but feel free to propose more. We will publish any reports or guidelines you produce and promote all your events. However, we have to ensure that our capacity to develop additional dissemination materials is used strategically across all WPs.

With this in mind, try to propose items for dissemination where there are already useful materials prepared/planned. This will minimise the additional content production work for both WP9 and your own WP. In some cases, the idea and the content are almost the same thing (for example, the creation of a handbook or some process guidelines). For other activities we will have to “extract” the disseminatable idea and put it into a piece of content like a text or an interview. We come back to this in Stage 4.

Please remember: Many activities (like a course, a workshop) is not inherently disseminatable in itself. We cannot just tell the world we did something. It is the process, the output, or a reflection/evaluation of the activity which could be disseminatable. **We disseminate knowledge that other actors might use or adapt, not just news about our activities or invitations to get involved.**

STAGE 3: MAPPING THE AUDIENCES

For each disseminatable idea, think which external audience would be able to adopt or adapt it for their own work. Remember that external excludes all academics, students and staff at all CIVIS member universities. The fact that this external audience has to be able to use what we disseminate for their own work also makes it unlikely that potential future students or the general public are relevant audiences for dissemination. Likewise, we might want to use the press and media as a channel, but unless your disseminatable idea directly relates to media and communications they are unlikely to be a relevant target audience for dissemination.

With dissemination our aim is not always to reach a huge audience, but a relevant one who can really use what we are sharing. There are various potential targets for dissemination in the documents which you find in the CIVIS box. You will see that they are largely from the world of HE management and policy, and especially people who work on/in the European University Alliances.

As a final step, ask yourself how the idea you want to disseminate is useful for this target audience. If you can picture the way that they would make use of it in their own work, you have probably found the right audience. If you cannot, this might not be the right mapping of disseminatable ideas with audiences.

STAGE 4: MATCHING IDEAS WITH CONTENT

Only as a final stage do we need to “wrap” the disseminatable ideas into pieces of content (documents, interviews, videos, graphics, events, etc.). This is the stage where the Comms Team can help the most, but feel free to already start thinking of ideas. Just remember that time and capacity are limited at all levels, so try to disseminate ideas where your WP is already producing content.

HOW TO LET US KNOW WHAT YOU WOULD LIKE TO DISSEMINATE

For once you have selected the idea(s) from your WP which you think you could disseminate, please answer the following questions. Get as far through the process as you can, then send this document to the Comms Team to arrange a meeting. If you want to disseminate more than one idea then repeat the questions.

- 1. What is the idea or output which you want to disseminate?**
- 2. Which CIVIS taskforce and activity did it emerge from?**
- 3. Which relevant external audience could make use of this idea or output, and how?**
- 4. Has your WP already produced, or do you plan to produce, any content, materials or events presenting this idea or output?**
- 5. If not, can you imagine any types of content/event which could be a good way to present this idea or output for dissemination?**