



## ***LEG-UNIGR: BLUEPRINT FOR A LEGAL ENTITY FOR CROSS-BORDER UNIVERSITY ALLIANCES***

### **Initial dissemination and communication plan**





## Leg-UniGR dissemination & communication plan

### Vision

To serve as a model in Europe and internationally by actively participating in the creation of a common higher education and research area in the political space of the "Greater Region".

### Mission

To test the feasibility of a new legal status for the cross-border university network.

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## Executive summary

The **project Leg-UniGR** is one of four projects selected by the EU Commission to explore a potential European legal status for their respective alliance of higher education institutions (HEIs).

Leg-UniGR aims to assess the feasibility of a new legal status for the cross-border network of universities. The specific objectives of the project are to:

- 1) document and share the experience of UniGR, which has a current legal structure as a Luxembourgish association since 2015.
- 2) support the development of UniGR as a transregional university alliance by identifying the most appropriate legal entity to progress further in its development.
- 3) explore and analyse the terms and conditions of a legal status which will catalyse European and national UniGR development and funding according to its core missions.

Leg-UniGR's **communication policy** aims to convey its strategic message to networks of universities and higher education institutions, national and European administrations, policy makers, students and employees, and society at large.

Our **primary target group** are the universities participating in alliances of higher education institutions, starting with European universities and related networks of HEIs. Further target groups are national and regional political authorities and other relevant political decision makers, as well as actors of the Greater Region involved in Higher Education and Research.

Our **dissemination and communication objectives** are the following:

- Rapid and transparent transmission of results to the public.
- Sharing results with other selected projects within the call.
- Engaging political stakeholders in the Greater Region.
- Provide new knowledge to organisations who aim to facilitate transnational cooperation.
- Showcase the difficulties and the opportunities for the creation of a cross-border legal structure.
- Contribute to European policy in higher education to propose and install a legal status of HEIs alliances.

## Unique selling points

The cross-border UniGR alliance has already a longstanding history network of cross-border cooperation and an established network in the field of higher education: The alliance works intensively with local authorities from the European partner countries. The UniGR political board, composed of relevant competent authorities in higher education & research from the four partner countries is part of the general assembly of the association. The interministerial conference for Higher Education & Research of the Greater Region is also participating in its strategical development.

Our unique selling point is the establishment of an original and legally structured cross-border inter-university collaboration in the Greater Region between Germany, Belgium, France, and Luxembourg.





## Implementation

The initial dissemination and communication plan is part of the work package 4 (WP: Dissemination & Communication) which is dedicated to the dissemination and communication of the project and includes the following three deliverables:

- Deliverable D4.1 – Initial dissemination and communication plan
- Deliverable D4.2 – Dissemination and communication report
- Deliverable D4.3 – Event “European alliances and their legal status - a proposal”

The project coordinator oversees the preparation, implementation and execution of the dissemination and communication plan in cooperation with the project partners. Work package 4 will depend on input from the other work packages (WPs 1-3).

## Dissemination instruments and platforms for Leg-UniGR

Fundamental instruments were elaborated as a first measure to launch Leg-UniGR in terms of communication and dissemination. This includes:

- Logo and visual identity of UniGR a.s.b.l. and partner universities.
- Template for documents (pptx, .docx).
- Website > [Leg-UniGR](#).
- Social media > LinkedIn channel of [UniGR a.s.b.l.](#)

To facilitate cooperation, a shared space has been implemented using the existing electronic cooperation platform of the UniGR alliance where all partners can access and share relevant documents to Leg-UniGR.

## Acknowledgement of EU funding

Every dissemination activity must acknowledge EU support and display the European flag and funding statement as well as the following disclaimer (see article 17 of the Grant Agreement):

*“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”*





## The roadmap of the dissemination plan

The roadmap for the dissemination plan can be divided into three groups of actions:

### 1. Website & Social Networks

To ensure immediate transparency about the project and its implementation, the following measures will be taken:

**Leg-UniGR website:** the website will be the core communication platform and include the general presentation of the project and depict all progress. Reports of deliverables will be sequentially updated and made public, as indicated in the grant agreement.

**LinkedIn channel of UniGR a.s.b.l.:** the channel will serve as a further communication platform and will be used in regular intervals to reach a broader audience.

The website and the content of LinkedIn posts falls under the leadership and responsibility of the project coordinator (University of Luxembourg).

### 2. Events Calendar

At the end of the first stage of project, we will organise a **first public hybrid event (D2.3)** to present and discuss the output of the analysis, documenting the genesis of the legal structure of UniGR. Our intention is to have four 'European Universities' participating to the event as three partners of UniGR are members of 'UNIVERSEH', 'Tranform4Europe' and 'UNIC' European universities, a fourth member being now associated to 'EURECA-PRO'. The event will take place in Luxembourg in October 2023.

A **final public hybrid event (D4.3)** will present to the whole community the aspects which were developed in the project. We will give the voice to local, regional, and national authorities so that all expression of opinions will take place. Further, all presidents and rectors of the partner universities will be present. It will also be the place to showcase the difficulties and the opportunities and describe the learning curve for such a creation of a cross-border legal structure. The event will take place in Luxembourg in March 2024.

Detailed information on both events will be made available on a [dedicated page](#) on the project's website.

### 3. Finale Report with Statutes

The immediate expectation is the production of a directly usable set of statutes for the transformation of UniGR. The target group is restricted to UniGR *per se*, and its seven partner universities. But our ambition is to disseminate the outputs of the projects, so that our experiential learning curve will be of use to other institutions or networks of HEIs. If possible, we will use the communication platforms and forums (*i.e.*, FOREU- 1 and FOREU-2 for ex.) created for the European Universities projects.

UniGR may serve as a model of legal entity transition of a network of cooperating universities. Key elements from the potential legal transition will be derived from our experience, and recommendations for improvements of our work and outputs proposed to interested parties. In terms of scalability, we will answer requests and questions to support other alliances or groups of HEIs to ensure their legal transition. We believe that knowledge transfer is a key factor in allowing other HEI groups to benefit from UniGR experience in designing a new institutionalised cooperation instrument.





## Impact assessment

The effectiveness of the dissemination and communication activities carried out by the whole consortium can be assessed by the following measurable aspects:

- Number of participants to the dissemination events.
- Number of press articles on the project.
- Number of visits to the Leg-UniGR webpage dedicated to the project.
- Number of views of LinkedIn posts, impressions and engagement rate if available.

