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## Abstract

The SEA-EU Communication and Dissemination Strategy document is a tool that outlines a systematic approach towards the means of communication utilised to reach out to targeted audiences.

The communication and dissemination activities which fall under Work Package 6 (WP6), will run from Month 1 to Month 36.

The development of the overall communication and dissemination strategy is led by the University of Malta (UM), and co-coordinated by the University of Cádiz (UCA), which are the SEA-EU Project Coordinators.

We can define dissemination as the means through which a project result/outcome/opportunity and related elements are disclosed. We refer to communication when we consider, plan and take strategic and targeted measures for promoting the action itself and its results to a multitude of audiences ([European Commission, 2019](#)).

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## 1. SEA-EU Communication context

The idea for a *European University of the Seas* (SEA-EU), stems from the common objectives and ambitions of six (6) higher education institutions participating in this alliance: University of Cádiz (UCA, Spain), University of Western Brittany (UBO, France), Christian-Albrecht University of Kiel (CAU, Germany), University of Gdańsk (UG, Poland), University of Split (UNIST, Croatia) and University of Malta (UM, Malta).

The marine and maritime sectors are strategic for the economies of the six regions in which these institutions are located, and are core targets of our education and research.

All six (6) partner universities provide degree programs specific to marine and maritime disciplines, research groups working on such and similar topics, and a rich and vibrant business community that thrives within the production and service sectors of the economy.

The marine/maritime dynamic will create a pivotal effect for all the other disciplines taught and practiced. It will also serve as a driving force towards the transformation of all six (6) multidisciplinary institutions into an alliance deeply engaged in providing social sustainability in the various localities involved.

The universities engaged within the SEA-EU project, commit towards a joint implementation of the initiative. Furthermore, they will engage in the study, knowledge and economic activity connected



with the sea that flanks their territories in conjunction with associated partners, key public research agencies, local and regional administrations, and private entities.

By 2022, the consortium will have progressed enough to fulfil its aspirations as a 'European University Initiative'.

It would be able to show tangible progress on a number of fronts, while setting the stage for an improved and varied Europeanisation of programmes of study and general campus life.

Challenges faced by the SEA-EU Universities include the difficulty in attracting students to virtual mobility, involving them in SEA-EU related activities and introducing them to SEA-EU cultures in a virtual way.

## 1.2. External project environment: the EC European Universities initiative

The European University Initiative is a key pillar of the European Education Area, which includes 41 alliances and involves some 280 higher education institutions.

27 EU member states as well as Iceland, Norway, Serbia, Turkey and the United Kingdom, are coming together to form a number of ambitious transnational alliances of higher education institutions with the aim of creating long-term structural and strategic cooperation.

With the European University Initiative, the European Commission seeks to foster excellence, innovation and inclusion in higher education across the EU and Europe as a continent, accelerating the transformation of higher education institutions into the universities of the future which will provide structural, systemic and sustainable impact.

Fostering a deeper level of cooperation between universities, the European Commission aims to provide students, staff and researchers with the skills they need to navigate the green and digital transition and build a resilient society.

Alliances are building a joint long-term strategy for education. Where possible, this is also done through links to research and innovation to drive systemic, structural and sustainable impact at all levels of their institutions.

Similarly, alliances must create a European inter-university 'campus', where:

- 1) students, staff and researchers enjoy seamless mobility (physical, virtual or blended) to study, train, teach, research, work and/or share services at cooperating partner institutions and;
- 2) transdisciplinary and transnational teams of students, academics and external stakeholders deal with big issues that are European and Global concerns (such as climate protection, democracy, health, big data, migration).

## 1.3 The Alliance:

The project relies heavily on cooperation. The SEA-EU alliance includes 6 universities, plus associated partners and stakeholders.

The SEA-EU initiative stems from shared values driven by the sea, which is also used as common context to our 6 universities. It is a source of food and sustenance for our societies, a medium that allows us to discover still unknown species, a pleasing environment for millions of tourists, a site for innumerable sport and leisure activities, a navigational route for cargo and pleasure vessels.

It is also an ecosystem for trans-territorial governance practices, a geostrategic milieu and a canvas on which thousands of human beings continue to risk their lives in the hope for a better and safer future for themselves and their descendants.

While the six universities are spread across the European coastline, the day-to-day life of our students and staff is similarly linked to the sea. Professionally there are links through similar university disciplines and job opportunities, which on a Personal level through sport, leisure, and employment activities.

The six partners might be geographically distant from each other, however, the SEA-EU members share a common environment.

This, as well as a common base of knowledge and emotions, greatly simplifies interactions between all those involved.

## 1.4. The vision

The vision of the European University of the Seas (SEA-EU) is to establish a distinctly international, pluri-ethnic, multilingual and interdisciplinary European University. SEA-EU aims to strengthen the links between teaching, research, innovation and knowledge transfer. It will encourage excellence in research and teaching to gain more knowledge and a better understanding and management of the marine environment. It will assist in building the human resources and skills necessary to match the needs of the evolving marine and maritime sectors, now and in the foreseeable future. SEA-EU will provide and improve tools and techniques to measure and anticipate ocean-based and driven impacts, build frameworks for more effective ocean governance as well as empower societies and communities to achieve the Sustainable Development Goals for the oceans.

SEA-EU will actively foster an entrepreneurial, ownership-taking mind-set, supporting green/blue growth and sustainability. The SEA-EU alliance will also develop innovative pedagogies and promote the latest digital technologies in order to deliver personalised content, enable knowledge sharing, foster competitive skills and promote open science. SEA-EU will create the conditions in which students will be able to freely and confidently move between disciplines, languages, countries and sectors. Seamless mobility across borders and academic disciplines will provide a substantial leap in quality, performance, attractiveness and international competitiveness. SEA-EU will be a universe of possibilities, in which each student will be free, but guided, to seek out and develop their own path. To sum up, SEA-EU's driving force is expertise in marine/ maritime disciplines, but they are building a long-term alliance of universities as a whole.

## 2. Communication objectives

The general objectives of the communication activities are to:

- 1) **Maximise** the impact of the SEA-EU Project;
- 2) **Engage** all stakeholders directly involved in the project, at local, European and international level;
- 3) **Inspire** students and staff to be geographically, virtually and socially mobile;
- 4) **Highlight** the importance and overall benefits of European Universities Alliances.

The main aim of the communication activities is to strengthen collaboration and exchanges between the 6 SEA-EU universities.

The implementation of communication activities within the project, will help create a student and staff community for enhanced and improved mobility initiatives between the Universities.

## 2.1. General objectives:

The communication objectives for SEA-EU are:

- **To promote the results and achievements of the project:**
  - Launch the SEA-EU project website, with information on the six European campuses, structures and functioning of the institutions involved;
  - Promote results in enticing and collaborative formats.
- **To promote the results and achievements of the project:**
  - Promote the funding and available opportunities offered by the six Universities;
  - Advocate for Diversity, Equity and Inclusion (DEI) in mobilities;
  - Disseminate project results.
- **To expand the Erasmus exchange community of the SEA-EU Alliance Universities:**
  - Promote the SEA-EU Universities on individual platforms and local media channels;
  - Promote the SEA-EU Universities at a European level;
  - Promote the alliance at external events;
  - Engage staff in widened collaboration through the set-up of a variety of Staff Weeks;
  - Promote the results of the Staff Weeks that will be held throughout the duration of the project;
  - Boost shared experiences and expertise through peer-to-peer communication;
  - Create a shift from the traditional learning opportunities through IT equipment.
- **To engage further students and staff in mobilities:**
  - Promote the exchange opportunities available to students;
  - Realise at least 10% overall physical mobility within the SEA-EU alliance;
  - Engage at least 20% of the students within each university towards virtual mobility.
- **To improve the quality and accessibility of mobility offered:**
  - Ensure equitable access to the universities and mobility of SEA-EU students;
  - Develop virtual and physical mobilities, the SEA-EU alliance aims towards helping in developing social equity.
- **To strengthen the existing linkages between University and society:**
  - Create new and boost any existing opportunities for students, researchers and academics to participate in community services and become engaged in social issues through placements, internships or volunteering.
- **To strengthen the existing linkages between University and industry:**
  - Offer students the opportunity to engage with the industry related to their area of study and/or research through placements or internships.

### 3. Target audiences and Communication Messages

The communication and dissemination target audiences are defined as follows: **Staff and Students at each University, Alumni, Stakeholders**, including the **Industry and Private companies, Civil Society (NGOs, Associations, et cetera), Policy Makers, and the General Public**.

It is important to keep in mind that these are multi-layered targets that have branches at local, National, European and International levels.

Target audience groups are set with a view to strengthen networking and collaboration at the local, national and European level.

The SEA-EU alliance includes the involvement of 32 associated partners, including 8 research centres, 5 businesses, 5 cities, 1 provincial authority, 6 public entities, 4 NGOs and non-profit organizations and 3 international clusters of excellence.

It involves 122,832 students, 28,373 alumni/year, 16,909 staff, including 10,427 academic staff/researchers, 68 faculties and 117 research institutes.

Specific target audiences for each partner will be detailed in the SEA-EU dissemination plan (Annex 1).

Target Groups	Objectives
University Staff	<ol style="list-style-type: none"><li>1. Strengthen networking and collaboration among SEA-EU Universities</li><li>2. Promote mobility and exchanges opportunities</li><li>3. Share results and achievements of the project</li></ol>
University Students	<ol style="list-style-type: none"><li>1. Strengthen networking and collaboration among SEA-EU students</li><li>2. Promote mobility and exchanges opportunities</li><li>3. Share results and achievements of the project</li><li>4. Reinforce the European identity and introduce students to SEA-EU cultures.</li></ol>
Industry/Private companies	<ol style="list-style-type: none"><li>1. Fostering dialogue between Universities and private companies</li><li>2. Creating working and research opportunities for students</li><li>3. Creating a pool of useful personnel resources for industries and private companies</li></ol>
Civil Society (NGOs, Associations, etc)	<ol style="list-style-type: none"><li>1. Engage them in dialogue about the SEA-EU</li><li>2. Share the results and achievements of the project</li><li>3. Involve them in dialogue with students</li><li>4. Strengthening involvement of students in community services and engagement</li></ol>
Policy Makers	<ol style="list-style-type: none"><li>1. Promote the launch of the project</li><li>2. Foster further and additional funding to SEA-EU initiatives</li></ol>
General Public (including citizens)	<ol style="list-style-type: none"><li>1. Promote SEA-EU opportunities to general public</li></ol>

	2. Promote project results and achievements 3. Foster the involvement of potential students and staff into the project mobility and exchanges.
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#### 4. Communication message

*Living sustainably by, from, and with the sea*

*Just like sea salt, the 'European University of the Seas' adds flavour to education, research and outreach: a tangible example of how we can live sustainably by, from, and with the sea.*

##### 4.1 Mission

The concept of a "European University" represents a quantum leap for higher education.

Within SEA-EU, we will enhance collaborative critical mass, remove barriers, favour the links of the education-research industry, and support smart, eco-friendly and inclusive growth across Europe.

The joint experience will bring individuals, economies, cultures and languages closer, reinforcing the European identity and long-term durability.

The planned mobility programmes will: enhance the skills, adaptability and employability of students; strengthen the openness and efficiency of labour markets; boost professional development for staff members; and improve the efficacy of European higher education.

The opportunity to experience education and research in other countries will improve employment opportunities and promote a more European-minded, flexible and mobile workforce that will globally enhance Europe's competitiveness, innovation potential and sustainable role in society.

##### 4.2 Target communication messages

The following key messages have been identified according to the objectives of the communication strategy, the group targets and the activities embarked on in the project.

University Students	
<i>Key messages: SEA-EU is...</i>	<i>Call to action:</i>
An alliance between 6 Universities providing students with opportunities for research, virtual and physical collaboration and mobility.	Find out more: website, project leaflet, social media
Students will have the opportunity & flexibility of being part of a European campus of 6 Universities, which will reinforce their EUropean along their SEA-EU Identity	Take part: participate in events, webinars, workshops, exchange and research opportunities
University Staff	
<i>Key messages: SEA-EU is...</i>	<i>Call to action:</i>
An alliance between 6 Universities providing University staff with opportunities for research,	Find out more: website, project leaflet, social media

best practice exchanges, virtual and physical collaboration and mobility.	Take part: participate in events, webinars, workshops, exchange and research opportunities
<b>Stakeholders</b>	
<i>Key messages: SEA-EU is...</i>	<i>Call to action:</i>
The alliance aims to engage with relevant stakeholders for the creation of new opportunities and an increase in collaboration between the academic world, civil society and industries.	Find opportunities: website, social media
	Take part: by providing feedback to SEA-EU strategies and activities. By creating opportunities for research and work experiences.
<b>General Public</b>	
<i>Key messages: SEA-EU is...</i>	<i>Call to action:</i>
A project showcasing the direct impact and advantage of Erasmus+ by introducing to and offering students the chance to participate in mobility exchanges with SEA-EU Universities.	Find opportunities: website
The role of University as key player for building a sustainable Europe.	
	Take part: By joining open events, workshops

## 5. Strategies & tactics: a quadruple level of actions

To successfully reach our target audience and maximise the opportunities for cooperation, the actions and tactics are built around the four levels of communication: project, local, European and international level.

### 5.1. At Project level

The SEA-EU alliance aims to make use of Open Source Platforms, such as Alfresco, to communicate and handle documents and internal communications within the consortium.

A series of mailing lists have been created for each working group of the project to ensure efficient interaction among partners. Key audiences for each mailing list have been identified by all partners and invited to subscribe to the mailing list.

An annual report on the operation and improvement of the internal communication platforms and external communications spaces have been planned on a yearly basis (as QB 1.5.1.). this will ensure a correct functioning of the communication channels among partners

The Outreach Subcommittee has been set-up to assist the leader of WP6 to ensure the dissemination of SEA-EU activities and values.

The Subcommittee is composed of one representative of each of the partner universities, mainly from the communication and ID services together with six students' representatives. This has also ensured the involvement of each University's Communications Office in the planning and implementation of activities.

Tasks include:

- Ensure that the common visual identity of SEA-EU is representative of the alliance and homogeneously employed;

- Ensure that all SEA-EU activities and programmes of study are in line with common perspective;
- Start up and manage the SEA-EU Science and Innovation Dissemination Unit in collaboration with RDIS;
- Ensure that all the dissemination activities (workshops, seminars, conferences, summer schools, researchers' night) are done in an open way in collaboration with the ES and RDIS;
- Start up and manage in long-term SEA-EU delegations beyond the alliance and Europe;
- Work with local, regional and national administrations and with companies for the sustainability of the alliance during and beyond the project.

## 5.2. At local level:

Each SEA-EU University has identified social media channels which will support the dissemination of project results and achievements. SEA-EU Universities have contacted the University students' associations to ask for support and collaboration in view of students' reach and engagement.

Following the UM drafted template for dissemination, each SEA-EU Universities have also identified local events to be leveraged as a dissemination tool.

The Universities will be attending relevant local events through which target groups can be reached. Active participation in sports and cultural events has been planned with the purpose of maximising dissemination results and reaching out to key stakeholders.

The SEA-EU University press contacts are used to strategically place the outcomes of the project at a local level. Partners are encouraged to introduce and promote the project opportunities and results in relevant academic contexts, for instance, university teaching or research activities.

SEA-EU has also drafted and adopted a Localities Agreement Network aiming at involving local governments and SEA-EU cities in collaborative talks and discussion. Within the Agreement framework and through the Identity Subcommittee, has asked members to list events that would take part within the framework, promote the SEA-EU project and initiate SEA-EU collaboration.

With the objective of reaching out to the general public, SEA-EU offers a leaflet targeting children and adults and which introduces the general principles and main activities of the alliance. Similarly, and for dissemination purposes, available are a quiz and one crossword.

The SEA-EU alliance has prepared a Framework of Opportunities for Stakeholders. The document aims to outline opportunities for stakeholders to collaborate with and join SEA-EU Universities and activities. It groups activities according to main objectives and describes ways and possibilities of involvement.

Considerations are being undertaken and will be presented to the relevant Subcommittees to prepare a brief which would serve as a Framework for Opportunities for students.

## 5.3 At a European level:

The SEA-EU Alliance has developed the brand manual to present and set the brand identity of the project. The Manual includes a description of the brand elements, brochures and pull-ups. It also includes website marketing strategies.



Exchange of information, knowledge and results with other related projects is also fostered in order to expand the network. SEA-EU Universities will connect especially with other European Universities to exchange opportunities, challenges and threats of the project activities and core objectives.

The alliance will set-up the Innovation and Dissemination Unit to exchange procedures, opportunities and information on dissemination activities, and develop coordinated actions in the context of SEA-EU. The Unit will:

- IDENTIFY the procedure used at each university to DECIDE why, how, and to whom to disseminate information that is developed in house (on campus): eg. exciting research discoveries; awards and appointments to distinguished staff members; signing of collaboration agreements; etc. Is the 'success' of such dissemination measured or evaluated? If so, how? (Focus is ideally on scientific information and/or having a creative or innovative dimension.)
- IDENTIFY the procedure used at each university to DECIDE why, how, and to whom to disseminate information related to SEA-EU. Is the 'success' of such dissemination measured or evaluated? If so, how?
- Once the 'dissemination practices' of all six universities are identified and described, their strengths and weaknesses can be compared, discussed and 'best practice/s' acknowledged and considered for adoption in other milieux.

#### 5.4 At an International level:

SEA-EU will actively explore collaborations and cooperation with any other 'European Universities' that share its mission and vision; as well as with reputable centres and initiatives of marine and maritime research, education, training and outreach that exist around the world. Each of SEA-EU partners has longstanding relationships with marine and maritime focused institutions of higher learning, industry, advocacy and public engagement in Europe and around the world.

Considering the previous collaborations of the alliance and our geographical and historical dimension, in SEA-EU we will focus our strategy for the extension of our model of European University in Latin America, North Africa, Balkans and Asia.

SEA-EU Universities have committed to use existing structures to strengthen these links and collaborations, disseminate SEA-EU good practices and establish talent attraction programmes.

SEA-EU will also draft and adopt a Dissemination Plan targeting North Africa, Latin America, Balkans, and Asia which will guide outreach and communications in this direction.

#### 6. Cumulative communication phases:

The tactics will follow the timeline of the project in three cumulative phases to gradually build target engagement: Phase 1: Raising awareness, Phase 2: Reaching out across all communication channels, Phase 3: Capacity building and exploitation. All tactics overlap to continuously recruit and engage the different target audiences.

##### Phase 1: Raising Awareness

This first step in the strategy will be to create a unified and coherent communication approach and an eye-catching and impactful visual identity. With the support of the University of Malta Marketing,



Communications & Alumni Office, the alliance will develop a Brand Manual and promotional package for partners to use during events, workshops and presentations.

The **Brand Manual** includes:

- Brand logo
- Visual identity and presentation templates (Word and Powerpoint template)
- Business cards/ roll-up banners/ poster
- Branding guideline document: detailing the visual elements and their recommended use on the different communication channels

The **project website** <https://sea-eu.org/> was developed by the University of Cádiz and launched in M1. The project website presents information about the participating Universities and the results of the project. It will focus on providing regularly updated news on opportunities and information as well as presenting and sharing experiences and stories of individuals who have undergone mobilities and exchanges across the SEA-EU Universities.

The website will be in English, with basic information provided in all the other languages of the regional networking partners and the regional expert partners (Spanish, Croatian, German, Polish and French).

Maximum visibility of the website will be insured by:

- Engaging design and user-friendly navigation
- Information relevant to each communication target, easy to find and clearly identified
- Interactive content: videos and newsletter updates will keep the website active and relevant during the lifespan of the project (details in Phase 2)

**Videos:** A series of short videos will be used to visually present the project as well as the different sub-committees and teams. Developed at both project level, these videos will have common visual elements developed by the SEA-EU alliance team at the University of Cádiz.

The videos will 1) inform the general public about the SEA-EU governance and target audiences, 2) introduce the main aims of SEA-EU and the advantages of getting involved and 3) show the international community the work done by SEA-EU and inspire participation/similar activities beyond Europe. The videos will be found on the YouTube channel, shared through the website, social media and made available to partners as downloadable files for use at external events.

**Branding:** each implemented solution will be branded with the SEA-EU logo.

The results from the project must have the EU emblem and funding statement. Guidelines will be added in the SEA-EU Brand Manual and sub-brands have been created for sister and related projects.

## Phase 2: Reaching out across all communication channels

The second step will be to ensure a strong presence of SEA-EU across relevant channels, to be shared by all partners, in order to maximise the impact of the project. To engage all stakeholders in the project, we will reach through a variety of communication channels both at the local and project level.

**Tools:**

- Press articles: Main deliverables from each work package will lead to a targeted media strategy. SEA-EU will publish articles on results and achievements on the project website.

Published articles will also be disseminated via the SEA-EU digital media channels and included on a regular basis in the well-established and widespread communication channels of the respective network partners involved in SEA-EU.

- Podcasts: The SEA-EU alliance, through the support of the Identity Subcommittee, will be recording and disseminating a series of podcasts touching upon Diversity, Equity and Inclusion (DEI).
- Newsletters: The University of Cádiz and the University of Malta have agreed to prepare a SEA-EU Newsletter which will be disseminated every three months. The first issue is tentatively set to be published at the end of November 2020. Sections will include:
  - Student engagement – MC
  - Digitalisation: Virtual Mobility & European Student Card
  - New mobilities
  - Opportunities for staff
  - Opportunities for students
  - An article (the first article to be written by the General coordinator)
  - partners' financial opportunities and other funding opportunities;
  - opportunities within SEA-EU;
  - sub-committees;
  - events;
  - highlights

#### Events strategy:

- Event coordination: UCA and UM will provide and keep a shared calendar of upcoming events which will be revised periodically.
- Updates on the common workspace obtained by each partner through the Outreach sub-committee will be updated on the SEA-EU website.

#### Stakeholder channels:

- UM and other partner involvement: all the project partners will be invited to share via their own channels the blog updates and reports produced by the project. These publications will also be shared on the SEA-EU's social media pages.
- The students' unions media channels will be involved in the project dissemination.

The second action phase of communicating across all channels will also cover the three levels of communication:

<b>European level:</b>	Joint-presence at events, cross-linking of social media pages, presence on European commission channels
<b>Project level:</b>	Social media posts, newsletters, events, project press releases, press articles in European media, project presentation videos
<b>Local level:</b>	Use of local communication channels, local press releases and articles, local events

## Social Media Strategy

**Digital media channels:** to provide regular updates on the SEA-EU project, the SEA-EU will be present on different social media. The SEA-EU social media accounts will be created to cross-promote results, news, opportunities and events related to the project.

SEA-EU Universities will contribute to dissemination through their own systems and communications channels. As far as possible, the target groups should be reached out to in the local language so that partners can redistribute the information in the national languages of the Universities.

Facebook	Instagram	Twitter	YouTube	Newsletter	LinkedIn
Audiovisual close/personal tone content (image / video) aimed at Teaching and Non-teaching Staff + Stakeholders (International) and students	Audiovisual-imaginative-creative content / Encourage the public to generate content aimed at students	Informative, institutional, news (truthfulness but also using humor) content aimed at Teaching and Non-teaching Staff + Stakeholders (International) and students	Videos to be produced: - Project presentation - Interviews of each sub-committee, SEA-EU team - Student engagement videos  Each target group will have at least one dedicated video that will be shared on the website and relevant social media page.	SEA-EU Newsletter every 2-3 months: Compiled from the project partners as well as a sign-up form set-up on the website page.	LinkedIn strategy: Content of informative branding type directed to Teaching and non-teaching staff and stakeholders (international)  Create a project page to share content, such as newsletters, webinar and workshop invitations.

### Social Media Contingency Plan:

Should the SEA-EU alliance social media accounts receive non-constructive comments and reviews, the SEA-EU alliance will respond with the following three measures, listed in escalating order:

- 1) Dialogue to find the reason/s behind the comment, and try to find a solution that fits both parties.
- 2) Dialogue for a possible modification of content errors.
- 3) Block any Trolls or accounts that upload hateful comments.

UM's & UCA's collaboration on communication and dissemination of a Social Media Working Group working was created, involving the UM Technical Working Group and UCA Local Manager.

### Phase 3: Dissemination and Replication

This third phase has two parallel aims.

The first aim is to disseminate the results in a transparent and efficient manner. These results will be accessible to the SEA-EU community, stakeholders and the general public.

The second aim is to be able to replicate initiatives and best practices.

This third phase has two parallel aims. Firstly, disseminate the results, in a transparent and efficient way, making them accessible to both the SEA-EU community, stakeholders and a lay audience. Secondly the SEA-EU alliance aims to generate replication of initiatives and good practices.

The SEA-EU Alliance recognizes that the outputs and best practices generated by the alliance comprise a powerful methodology.

During three years, our project will serve as an internal laboratory for sharing and exchanges of good practices, learning a lot from the successes and failures. The implementation of SEA-EU will make the consortium more attractive, and our university model will be exportable to other regions, both in Europe and beyond.

The richness of languages within the consortium (English, Spanish, French, German, Polish, Croatian, and others) will help dissemination beyond the alliance.

The associated partners will also be encouraged to network among themselves, not just nationally or regionally (which they may already do) but trans-territorially with those from the other five countries of the consortium.

#### Activities:

- **Public deliverable highlights:** as well as having all public deliverables, bite-size extracts with the key messages and findings will be created for promotional use, to be easily shared via social media. The use of infographics and mini-animated videos will help make these digestible and appealing.
- **Best Practices:** The SEA-EU alliance aims to develop a series of best practices, such as showcasing the link between training and research within international and cross-sectoral dimensions (OP5.2. Good practices and lessons learned (GPLL) report).

#### Monitoring and Evaluation

As an alliance, SEA-EU has agreed to create the following documents for monitoring and evaluation of communication activities:

- An excel sheet to create a dissemination plan and their expected impact with the partners (Task 6.5).

This document has been filled in by Outreach Subcommittee members. The tables included activities that were planned prior to COVID-19. Through it, partners are encouraged to target different audiences and at different levels: national, regional, European and International.

- A Dissemination Repository where each partner records details of articles, papers, etc.
- A yearly Dissemination Report will be collecting SEA-EU partners effort made in communications and dissemination.
- Social Media report

Furthermore, SEA-EU is setting up a working group involving members of these local innovation and dissemination units from each of the 6 SEA-EU partner universities to exchange procedures, opportunities and information on dissemination strategies and activities, and to develop coordinated actions in the context of SEA-EU.

Since all SEA-EU partners have 'dissemination units' already set up, and in agreement with the Project Coordinator, this task is being revised to clarify communication mechanisms within each

university, and the particular ways that these mechanisms are aligned to best celebrate and share SEA-EU related information.

## Annexes:

Brand Manual including sub-brands

Dissemination Plan

Dissemination Repository

Dissemination Material:

- The Framework of Opportunities for Stakeholders (target audience: stakeholders)
- Leaflets targeting children and adults (target audience: general public)
- Crossword on the theme of the Sea (target audience: general public)
- SEA-EU quiz (target audience: general public)
- Localities Network Agreement (target audience: local council, policymakers, society)

Social Media Report

Dissemination Report

Innovation Dissemination Units

Dissemination Plan targeting North Africa, Latin America, Balkans, and Asia

SEA-EU toolkit to replicate the good practice of the European University model in other contexts (to be prepared at a later stage - before the end of the project). This will be meant as a toolkit where we have identified our good practices as a European University to share publicly.



# European University of the Seas

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# SEA-EU Brand Manual

**Spain - France - Germany - Poland - Croatia - Malta**





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# Our Story

The sea divides yet connects us.

The inspiration for the 'European University of the Seas' (SEA-EU) is self-evident: visit any of our six universities, and one would quickly realise that they share a coastal identity and vocation. They serve coastal communities; support coastal industries; create knowledge for coastal economies; spawn coastal entrepreneurs.

The mission and vision of SEA-EU is essentially marine and maritime. While SEA-EU's driving force is expertise in marine/ maritime disciplines, the partners are building a long-term and comprehensive alliance as a 'European University'.

The vision of SEA-EU is to establish a distinctly international, pluri-ethnic, multilingual and interdisciplinary European University. SEA-EU aims to strengthen the links between teaching, research, innovation and knowledge transfer. It will encourage excellence in research and teaching to gain a better understanding and management of the marine environment. It will assist in building the human resources and skills necessary to match both current and prospective needs of the evolving marine and maritime sectors.

SEA-EU will provide and improve tools and techniques to measure and anticipate ocean-based and driven impacts, build frameworks for more effective ocean governance as well as empower societies and communities to achieve the Sustainable Development Goals for the oceans.

The SEA-EU consortium comprises: 6 universities – University of Cádiz (Spain), University of Western Brittany in Brest (France), University of Kiel (Germany), University of Gdańsk (Poland), University of Split (Croatia) and the University of Malta (Malta), along with various associate members, research centres, commercial enterprises, provincial authorities and public entities.

EU will actively foster an entrepreneurial, ownership-taking mind-set, supporting green/ blue growth and sustainability. The SEA-EU alliance will also develop innovative pedagogies and promote the latest digital technologies in order to deliver personalised content, enable knowledge sharing, foster competitive skills and promote open science. SEA-EU will create the conditions in which students will be able to freely and confidently move between disciplines, languages, countries and sectors. Seamless mobility across borders and academic disciplines will provide a substantial leap in quality, performance, attractiveness and international competitiveness. SEA-EU will be a universe of possibilities, in which each student will be free, but guided, to seek out and develop their own path.

The SEA-EU brand hopes to capture this flavour in a dynamic way: a crashing wave stands for agility, flexibility, movement and strategic action. The blue and gold hues is the deep connection to our European mission and values. The six stars, of equal size, represent the six universities that have come together as a 'European University of the Seas'.





SECTION 1

Brand elements



The official logo



The SEA-EU Logo is a co-creation amongst partners, and emerged organically after a series of reflections. A set of 4 propositions was suggested after an initial request for opinions and ideas was posted. The basic concept made reference to the blue-and-gold combination of colours of the flag of the European Union, with its stars of equal size, representing the solidarity and 'unity in diversity' of member states.

There was also a general agreement to resort to a symbol or image that represented movement, mobility and openness: when seen in the context of the sea, then the wave was chosen as such a symbol. A crashing wave, angled forward, inspired a confident and future-looking alliance, proactive in its mission, respectful of its heritage, and committed to safeguarding and promoting sustainability.



# Logo in conjunction with other entities

In the event that the SEA-EU logo is used with the European Union Emblem and the Erasmus+ Logo Concept, the Logos will appear in the following order, starting from left to right or top to bottom, depending on the layout.

Vertical Version of the alignment



Co-funded by the  
Erasmus+ Programme  
of the European Union



Horizontal Version of the alignment



Co-funded by the  
Erasmus+ Programme  
of the European Union









# Logo colours



### Colour logo

PANTONE® 293C

CMYK  
100 80 0 0

RGB  
22 65 148

HEX/HTML  
164194



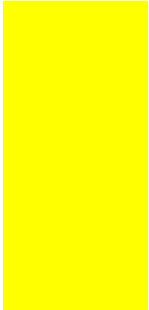
### Colour logo

PANTONE® 801C

CMYK  
100 0 5 0

RGB  
0 158 220

HEX/HTML  
009EDC



### Colour logo

PANTONE® 107C

CMYK  
0 5 100 0

RGB  
255 229 0

HEX/HTML  
FFE500

### Reversed-out/ white logo

For the reversed-out/white version of the logo, the crest sections which are transparent in the red and black logos appear in white while the reverse sections are transparent



### Black logo

Process Black

CMYK  
0 0 0 100

RGB  
39 37 31

HEX/HTML  
27251F



# Sizes and spacing

### Logo sizes:

#### PRINT

Minimum size of logo for print application is **15mm**, based on the height of the crest.

#### DIGITAL

Minimum size of logo for digital application is **10mm**, based on the height of the crest.

Print

15mm



Digital

10 mm



### Logo spacing:

At minimum size, the mandatory clear space around the logo is 5mm. This increases in proportion to the size of the logo, as the example on the right shows. This also applies for digital and online use.

½ of original size



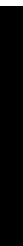
For generic application (not large or very small-format items), the generic guideline of 10mm clear space can also be applied.

# Logo Variations

Red and Black Logo use



Reversed-out Logo use



# Incorrect use

## Incorrect use of logo

Editing the logo in any way – except for proportional resizing which adheres to the minimum size – is prohibited. Do not stretch or squash the logo while resizing.

The logo must be used in full in either one of the 3 versions: full colour, black or reversed-out/white in full opacity as per the 'Logo placement' guidelines. Cropping, adding elements to the logo, using other colours or using the logo as a background is not permitted.

Ensure when re-adjusting that the logo keeps its proportional ratio.



# Online SEA-EU icon



## Full Colour

The full colour version of the online SEA-EU icon may only be used for all social media networks such as Facebook, Instagram, LinkedIn, YouTube and Twitter.

Insert digital images

Insert digital images

## SECTION 2

# Concept and style





# Design concept

The visual style of the SEA-EU brand is intent upon conveying the idea of a maritime environment that is geographically present in and around each representative university. The concept and symbolism of the wave, and its connection to the sea, runs throughout the entire aesthetic of the brand.

The design concept is based on a minimalist approach towards emphasising clarity and legibility when it comes to promotional materials, colour schemes and the logo itself.

For the purposes of the brand, two fonts have been chosen to go with the SEA-EU brand: Bebas Neue and Montserrat.



# Typography

The following typefaces (Bebas Neue & Montserrat) have been chosen to be used in the SEA-EU brand identity.

## BEBAS NEUE

BEBAS NEUE REGULAR:  
ABCDEFGHIJKLMNOPQRSTUVWXYZ ĆĦŻ 0123456789 @?!,.+=-

Available as:

BEBAS NEUE REGULAR  
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

### WHERE SHOULD IT BE USED?

- As a title font or header

## Montserrat

Montserrat Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ ĆĦŻ  
abcdefghijklmnopqrstuvwxyz ċġħż 0123456789 @?!,.+=-

Available as:

Montserrat Thin  
*Montserrat Thin Italic*  
Montserrat Extra Light  
*Montserrat Extra Light Italic*  
Montserrat Light  
*Montserrat Light Italic*  
Montserrat Regular  
*Montserrat Italic*  
Montserrat Medium  
*Montserrat Medium Italic*  
**Montserrat Semibold**  
***Montserrat Semibold Italic***  
**Montserrat Bold**  
***Montserrat Bold Italic***  
**Montserrat Extra Bold**  
***Montserrat Extra Bold Italic***  
**Montserrat Black**  
***Montserrat Black Italic***

### WHERE SHOULD IT BE USED?

- Anything designed with the SEA-EU Brand where it is mostly used for body text and online.





# Practical use of typography in Editorial Design

- The two main fonts to be used on any material are Bebas Neue & Montserrat.
- The font Calibri can be used when the above two fonts are not available or when the document will require future editing by staff/other parties with no access to these two fonts.
- The text samples on the right represent how these fonts should be used when creating documents. The alignment of all text including titles, headers and sub-headers should be **left-aligned**. Underlining of text **should be avoided**: use bold and italics instead. Exceptions include the sender details on official letterheads and any third party logos which can be placed either at bottom-left or bottom-right corners.
- **Headers** must be in Montserrat, Bold, in the SEA-EU Blue.
- **Sub-headers** must be in Montserrat, Semi-Bold.
- **Body or main text** must be in Montserrat, Regular.
- **Contact details** must be in Monsterrat, Light 7pt
- For more detailed guidelines regarding several marketing items such as brochures, flyers and posters, refer to Section 3.



## Sample Header 12pt (Montserrat Bold) Sub heading 9pt (Montserrat Semi-bold)

The body text has to be at 8pt (Regular) Magnatur re sequi nest reperumqui de nus nam idundi ditiae nus est que estiorum, cusae nihilitate essimagnis rectatquam sae quam apelestibusa nobis id quam fuga. Ut quisse ni repedititus quae plate nonsequi rerum net mintio bla imusa duntemp eruptat quunt autemquatur, vereper fererum quiate explit, cusae. Bistin pa conempores adisimos eniendunt etum que volupic iliquat enderum quamuscias pe con ent doluptatia am et litates mi, sitat reperferio commoluptat volenim usandera dolupta cus.

1. **Sample Point 1- 8pt (Montserrat Semi-bold)**  
Bistin pa conempores adisimos eniendunt etum que volupic iliquat enderum quamuscias pe con ent doluptatia am et litates mi, sitat reperferio commoluptat volenim usandera dolupta cus.
2. **Sample Point 1- 8pt (Montserrat Semi-bold)**  
Bistin pa conempores adisimos eniendunt etum que volupic iliquat enderum quamuscias pe con ent doluptatia am et litates mi, sitat reperferio commoluptat volenim usandera dolupta cus.



## Sample header/title (Calibri 14-16pt)

### Sample header/title (Calibri 12-13pt)

#### Sample Sub-header/sub-title (Calibri, Bold, 13pt)

This is a sample body text. This is a sample body text. This is a sample body text.  
This is a sample body text. This is a sample body text. This is a sample body text.  
This is a sample body text. (Calibri, Regular, 9pt)

1. **Sample point 1 (Calibri, Bold, 9pt)**  
This is a sample body text. This is a sample body text. This is a sample body text.  
2. **Sample point 2 (Calibri, Bold, 9pt)**  
This is a sample body text. This is a sample body text. (Calibri, Regular, 9pt)

- Sample secondary sub-header (Calibri, Bold, 9pt)**  
• Sample bullet point 1  
• Sample bullet point 2 (Calibri, Regular, 9pt)

### A note on editable templates

Word document and Powerpoint format templates of several marketing material items are available for use. Kindly refer to them accordingly.



European University of the Seas  
Insert Title of Paper/Topic  
Name of Individual  
Name of University

### Title of paper Sub header space

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam arcu magna, hendrerit quis rhoncus vitae, congue sit amet nisi. Donec tincidunt quam turpis, id dictum erat venenatis posuere. Cras quam enim, suscipit et tincidunt non, pellentesque vel magna. Etiam vitae nibh fringilla, aliquam arcu ut, ultrices sem. Suspendisse potenti. Praesent arcu diam, elementum ac sem nec, fermentum consequat urna. Morbi mi orci, laoreet vel ultrices sollicitudin, aliquam vel sem. Integer vel arcu at arcu maximus ullamcorper non quis magna. Donec at tellus dui. Sed feugiat consequat tristique. In cursus neque sit amet enim pretium auctor.

Donec dictum ac enim ac efficitur. Nam pellentesque ut ligula eu pellentesque. Vestibulum eleifend mi eu elementum dictum. Nullam semper libero quis pulvinar vehicula. Maecenas pellentesque odio leo, non bibendum odio dictum eu. Phasellus lacinia eu magna malesuada venenatis. Praesent suscipit mauris nec mollis finibus.

Aliquam nec tempor enim, quis volutpat tellus. Etiam at neque et ex semper mattis. Mauris gravida dolor turpis, a elementum diam semper in. Etiam sit amet enim ut nunc imperdiet tincidunt. Ut commodo diam tincidunt risus convallis lacinia. Aliquam fermentum libero id sapien blandit dapibus. Donec ac libero diam.

Pellentesque mauris ante, blandit congue lacinia ut, pellentesque nec mauris. Nam interdum imperdiet vehicula. Fusce molestie lorem sit amet enim sodales consectetur. Aliquam erat volutpat. In eget nisi velit. Nulla sit amet velit facilisis, aliquet mi eget, porta nunc. Pellentesque leo ex, bibendum vitae augue sit amet, pulvinar laoreet urna. Pellentesque tempor ipsum ex, vitae posuere enim viverra et. Proin facilisis faucibus dolor, eget gravida neque varius eu. Maecenas mollis eros odio, at fermentum massa ullamcorper vitae. Sed ornare ipsum in venenatis volutpat. Quisque vel pretium sapien. Duis pretium nisi lacinia arcu hendrerit volutpat. Duis vel mollis enim.

Suspendisse eu leo non dolor tempor laoreet. Suspendisse potenti. Vivamus a sem et leo congue pharetra. Sed malesuada diam id consectetur consectetur. Mauris interdum ornare diam, id porttitor massa fermentum at. Nulla nec egestas nisl, vel consectetur risus. Mauris euismod nisi quis velit pretium viverra. Donec porta consequat laoreet. Mauris eu magna consequat, feugiat tellus in, fringilla tortor. Nunc ut diam nunc. Nulla id ornare velit. Duis vestibulum mauris et erat ultricies, id vestibulum purus ultrices. Praesent purus lectus, ultrices in ultrices nec, porta a diam. Ut elit justo, semper vitae pellentesque eget, faucibus vel diam. Aenean accumsan vel risus eu rhoncus. Curabitur semper enim ut libero imperdiet iaculis.

- Bulletpoint 1
- Bulletpoint 2
- Bulletpoint 3
- Bulletpoint 4

Suspendisse eu leo non dolor tempor laoreet. Suspendisse potenti. Vivamus a sem et leo congue pharetra. Sed malesuada diam id consectetur consectetur. Mauris interdum ornare diam, id porttitor massa fermentum at. Nulla nec egestas nisl, vel consectetur risus. Mauris euismod nisi quis velit pretium viverra. Donec porta consequat laoreet. Mauris eu magna consequat, feugiat tellus in, fringilla tortor.

SEA-EU  
European University of the Seas

1

### Template for word document



Colour palette

P293

Pantone® 200C

CMYK  
100 80 0 0

RGB  
22 65 148

HEX/HTML  
164194

PBlk

Pantone®  
PROCESS BLACK C

CMYK  
0 0 0 100

RGB  
0 0 0

HEX/HTML  
000000

P801

Pantone® 200C

CMYK  
100 0 5 0

RGB  
0 158 220

HEX/HTML  
009EDC

P107

Pantone® 107C

CMYK  
0 5 100 0

RGB  
255 229 0

HEX/HTML  
FFE500

P175-12

Pantone® 200C

CMYK  
85 40 42 28

RGB  
25 99 111

HEX/HTML  
19626f

P7-6

Pantone® 200C

CMYK  
2 11 91 0

RGB  
255 219 11

HEX/HTML  
ffdb0b

P4146

Pantone® 200C

CMYK  
100 87 41 42

RGB  
27 40 72

HEX/HTML  
1b2748

P14-8

Pantone® 200C

CMYK  
0 36 93 0

RGB  
249 175 21

HEX/HTML  
f8af14

P2160

Pantone® 200C

CMYK  
79 44 18 3

RGB  
57 121 166

HEX/HTML  
3878a6

P15-16

Pantone® 200C

CMYK  
18 39 100 40

RGB  
50 8 55

HEX/HTML  
957002





## SECTION 3

# Corporate and marketing

## Powerpoint presentation template

Powerpoint presentations are widely used for events and conferences alike. This highlights the importance of having a template where the brand is consistently portrayed in a professional manner.

All presentations in the name of the University must be created using the official SEA-EU template. The instructions on the template **must be followed** to ensure consistency.

The fonts cannot be changed, and busy or glaring backgrounds, underlining, highlighting, effects or slide transitions are not permitted.

Photographs set as backgrounds or used more generally in presentations must be **clear and not pixellated**.

Powerpoint examples

### Main Title (6 words)

Subtitle (8 words)

No points in this section. If required, This section can be used to give credits to coworkers, designers, cooperatives, sponsors or as a very short intro to subject/discussion. Font: 18pt. Place logos below.

Secondary entities logo placement area

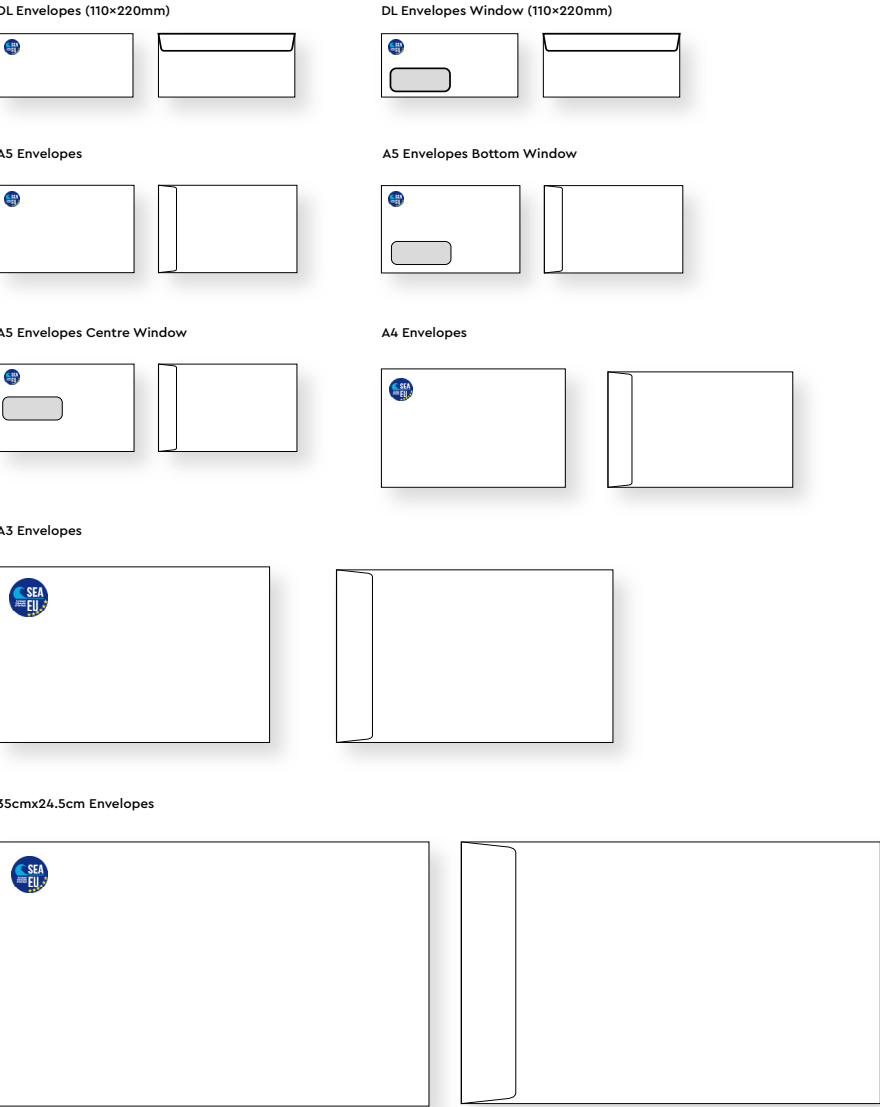
SEA-EU



# Stationery

A complete set of stationery items has been designed using the SEA-EU brand for consistent communication, including new envelopes, letterheads, business cards, *With Compliments* slips and invitations. All stationery must follow the templates designated.

A list of the branded envelope sizes available for order



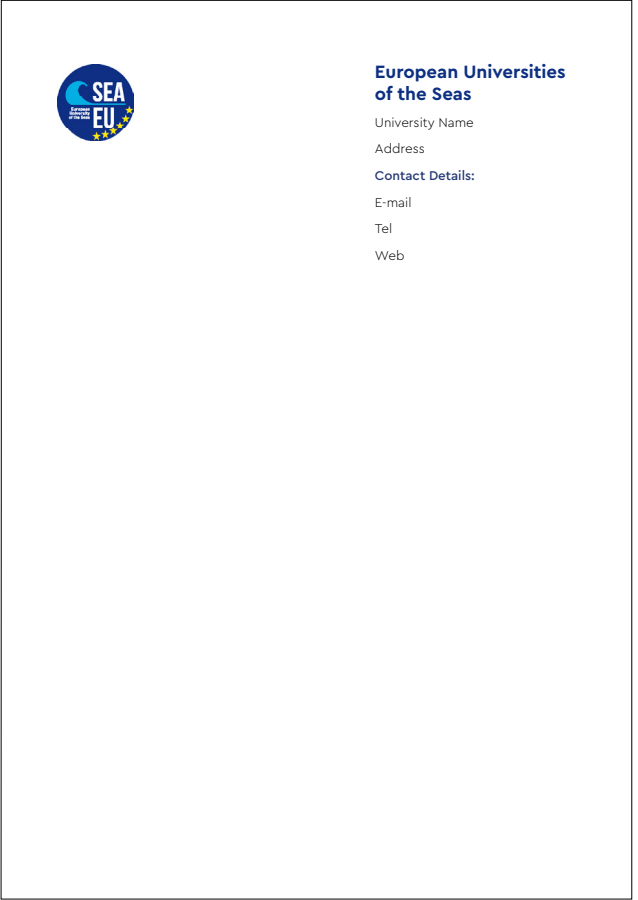
## Important:

Should the SEA-EU Logo be inserted into any University's pre-existing business card, kindly consult with that University's brand manual. This would allow the logo itself to be treated as a sub-brand while maintaining the integrity of that University's own brand manual.



### Business cards (If individual does not have of their own university)


All the details displayed on the sample business card above are compulsory, Only the information content can be edited. Business cards are to be printed as single sided.



### Letterheads

All letterheads must follow the samples shown above. Any third party or sub-entity logos can be added at the bottom-right corner: in this case **only**.

Brochures & Flyers



European University of the Seas

Spain - France - Germany - Poland - Croatia - Malta

**Who we are**

- University of Cádiz (Spain).
- Université de Bretagne Occidentale in Brest (France)
- University of Kiel (Germany)
- University of Gdańsk (Poland)
- University of Split (Croatia)
- University of Malta (Malta)

and 32 associated partners, including 8 research centres, 5 businesses, 5 cities and 1 province authorities, 6 public entities, 4 NGOs and non-profit organization and 3 international clusters of excellence.

**Uniting**

- 122,832 students
- 28,373 alumni/year
- 16,909 staff, including 10,427 academic staff/researchers
- 68 faculties
- 117 research institutes
- 3 International Clusters of Excellence

**Our vision for the future**

Our vision is to establish a distinctly international, multi-ethnic, multilingual and interdisciplinary European University. This vision is rooted in the high quality and excellence in education and research of the alliance with the intent to strengthen the links between teaching, research, innovation and knowledge transfer. The convergence of media and digitalisation has changed the way we work and live. Change, going forward, will continue to be rapid, in a world of perpetual connectivity. Consequently, traditional training models are being found wanting. Developing both critical-thinking and creativity with students is key. This is our vision as a consortium: to create the conditions in which a student will be able to freely and confidently move between disciplines, languages, countries, sectors. Seamless mobility across borders and academic disciplines will provide a substantial leap in quality, performance, attractiveness and international competitiveness. We will work to make our university alliance a universe of possibilities, in which each student will be free but guided to seek out and develop their own path.

As an alliance, we share an integrated, long-term strategy for education, committed to offer outstanding education and research. SEA-EU will engage in concerted efforts towards building an inclusive, sustainable and resilient future for people and planet, with the specific vocation of dealing with the sea that unites us. In this long-term vision, we are committed to taking a flagship role in the creation of a European Education Area, strengthening European identity and values and securing the international competitiveness of education and research linked to innovation and knowledge transfer. SEA-EU will actively foster an entrepreneurial, ownership-taking, mind-set, supporting green/blue growth and sustainability. We will develop innovative pedagogies and promote the latest digital technologies in order to deliver personalised content, enable knowledge sharing, foster competitive skills and promote open science. This will result in good practices which will, from the start, embed adaptability and a flexible disposition towards different publics and regions in Europe and beyond.

The main thrust and connecting medium of this consortium is the sea. SEA-EU will encourage excellence in research to gain more knowledge and a better understanding and management of the marine environment. It will assist in building the human resources and skills necessary to match the needs of the evolving marine and maritime sectors, now and in the foreseeable future. It will provide and improve tools and techniques to measure and anticipate ocean based and driven impacts. It will build frameworks for more effective ocean governance. And it will empower societies and communities to achieve the Sustainable Development Goals for the oceans.

**Key deliverables and activities**

- Generate new management and operational structures required for the joint governance of SEA-EU.
- Remove academic barriers to credit recognition and develop a protocol for joint SEA-EU programmes at all educational levels, leading to the award of recognised joint degrees, and starting with marine and maritime issues.
- Increase in both virtual/digital and physical mobility across the 6 universities of the Alliance.
- Increase options for teaching study-units and courses offered in the English language and at least in one other (non-native) language across the SEA-EU community.
- Craft and approve a longer-term, joint strategy for education and training with links to research and innovation, and to society.

**How our alliance will transform our Universities**

SEA-EU will transform the functioning of their universities and the cooperation between partners by:

- Sharing educational programmes, analyses, policies, procedures, services, databases, infrastructures, research networks and governance.
- Cultivating a broad spectrum of personalised, skilled-based curricula and a development-oriented and research-based education environment.
- Offering staff and students a full range of mobility within SEA-EU and fostering multilingualism and multiculturalism.
- Promoting inclusion and advancing the harmonious development of the alliance and its activities from environmental, social and economic perspectives.
- Fostering open educational resources, open science and open data to communities and the world at large to expand the SEA-EU university model beyond borders.

sea-eu.org

Page 1

Page 2

Page 3

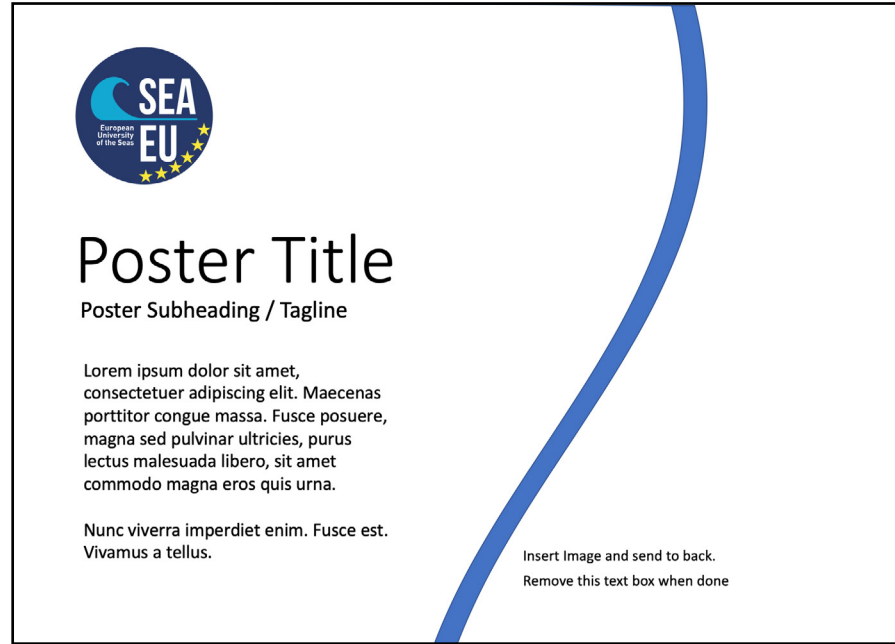
Page 4



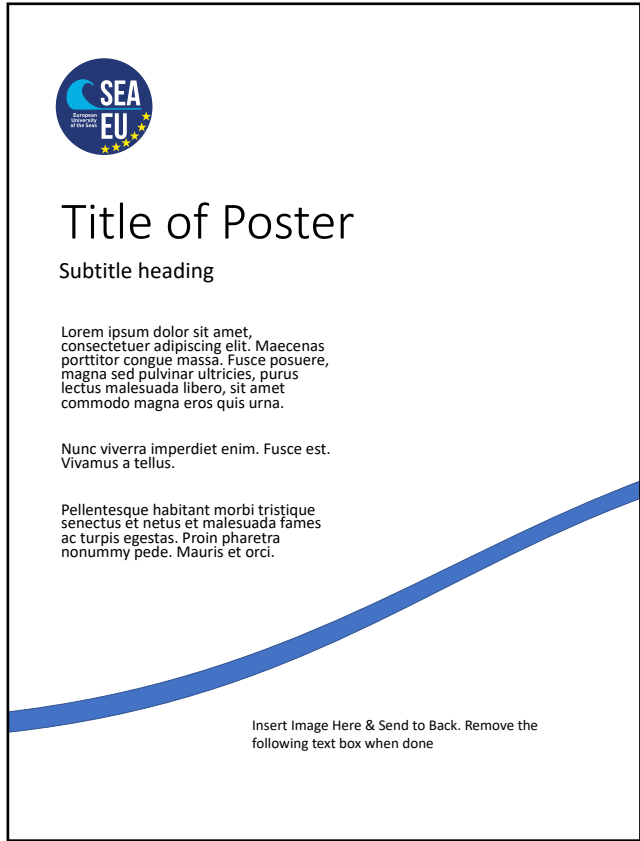
Print posters

The following templates are meant to help visualise events that need to be advertised should the individual not possess the necessary tools. The Powerpoint template caters for a summarized text and a visual image. Kindly note that the template is to be used exclusively for Print format and not Digital.

Horizontal / Landscape A4 print poster



Vertical/portrait A4 print poster





# Pull-ups

Pull-ups can be utilised for advertising courses and events, as a branding stand placed in front of offices or sections within a building, as exhibition information or introductory panels and also as brand presence at conferences. Pull-up designs must follow the guidelines and adhere to the standard size of 2000×850mm.



### European University of the Seas

Living sustainably by, from and with the sea

Spain - France - Germany - Poland - Croatia - Malta





## SECTION 4

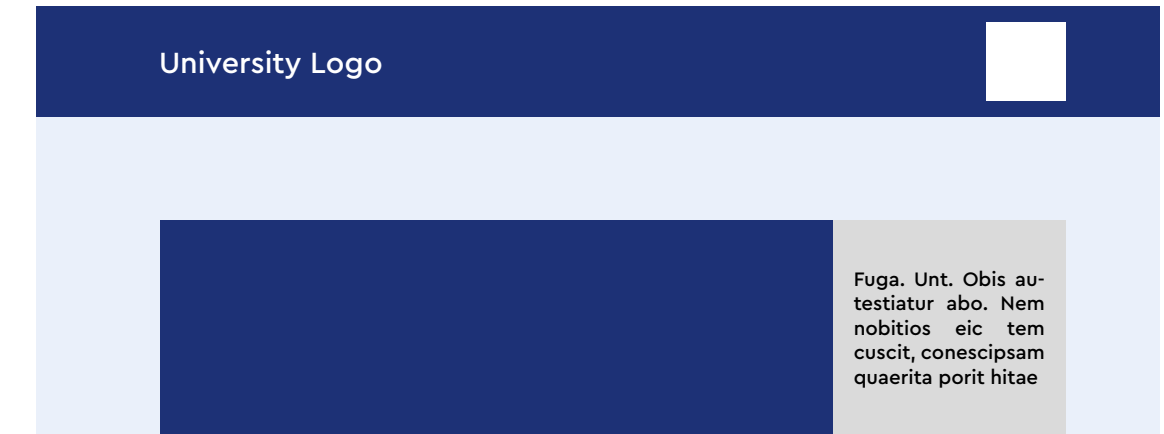
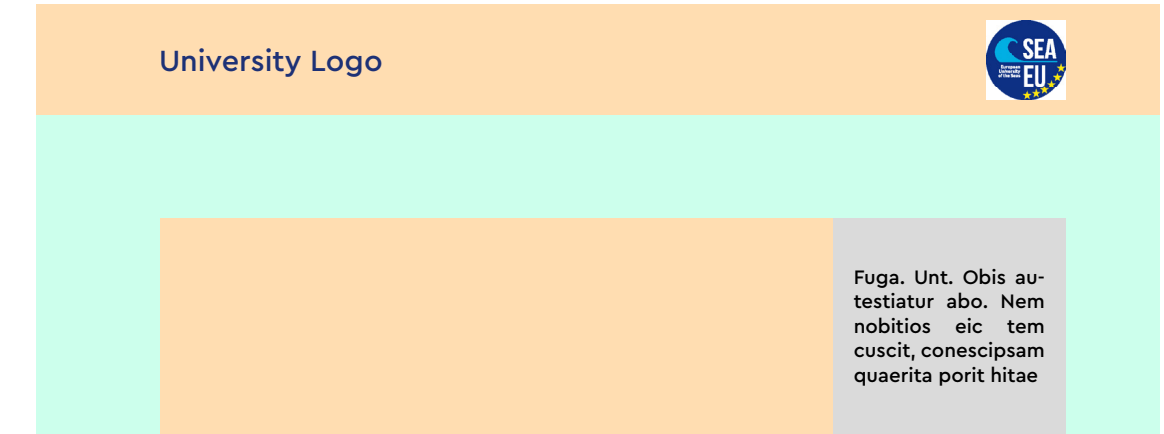
# Digital & Web

## Website Logo Position

In the scenario of logo position on any University website, the logo itself should be placed on the right hand side. If this is not a viable option then the alternative would be that the logo is placed at the bottom of the website.

In the event of conflict between the background colour and logo colour:

- The white (reversed out version) of the logo should be used should the background colour be of a dark blue tone.
- The black version of the logo should be used should the background colour be of a light blue colour
- Should the logo not be viable at the top of a web page, insert as footer at the bottom of the page as shown in the following examples below



Examples of the logo positioning on web

## SECTION 5

# Other Material Contributed





## SEA-EU brand manual

Published as a guide to the visual identity of SEA-EU: the European University of the Seas. ([www.sea-eu.org](http://www.sea-eu.org))



# Sub-brands

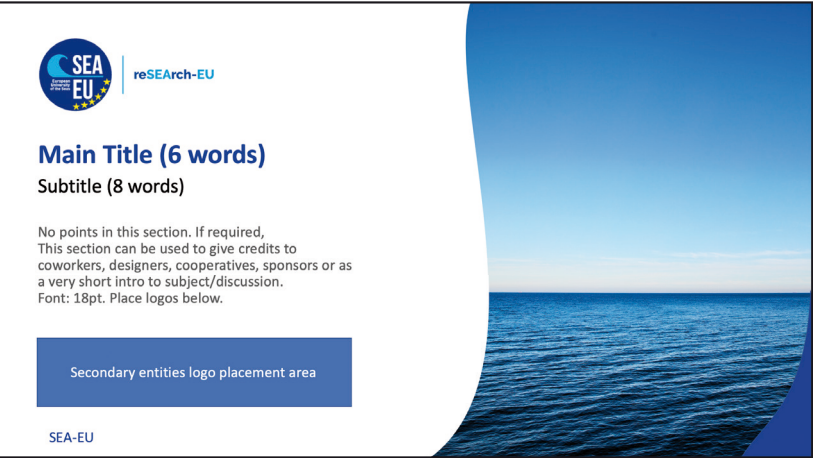
The SEA-EU brand is the umbrella for several projects awarded to the consortium and several entities that need to be represented in various scenarios. The same rules and guidelines that govern the use of the SEA-EU logo apply to the sub-brands. All sub-brand logos are in English.

A note on sub-brand logos

Sub-brand logos consist of the SEA-EU logomark, and the name of the entity next to it separated by a line.



# Sub-brands Sample





# Logos in conjunction with other entities

In the event that the SEA-EU logo is used with the European Union Emblem & the Erasmus+ Logo Concept, the Logos will appear in the following order, starting from left to right or top to bottom, depending on the layout.

Horizontal Version of the alignment



Vertical Version of the alignment



SEA-EU, SEA-EU DOC, SEA-EU Blue Talks & SEA-EU Observatory are funded by the ERASMUS+ programme and must therefore include its respective logo.



ReSearch-EU sub brand is part of the H2020 and must therefore include its respective logo.





# SEA-EU – Task 6.5 – Dissemination Plan

Dissemination activities are to be carried out on various levels, and with various target audiences. Levels at which dissemination occurs include online via mailshots and university platforms, within each respective university, on a local/national level, on a European level, and on an international level. While the number of individuals reached for each event varies per university, the target audiences include students and university admin and academic staff, stakeholders (industry, private companies, civil societies, NGOs, etc.) and policy makers, along with the general public.

## 1 UNIVERSITY OF MALTA (UM)

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### Events at University Level

Two university mailshots, four university articles and one digital poster are to be disseminated to 12,000 students and 3,000 staff each year. Freshers' Week/Student Open Days taking place once per year are expected to reach a further 4,000 students.

The yearly SEA-EU Student Photo Contest and subsequent Exhibition should reach 12,000 and 1,000 students respectively.

A half-day info session will take place once per year, targeted towards all 15,000 staff and students (3,000 and 12,000 respectively). The half-day info session and meeting on the other hand will reach 50 stakeholders from industry or private companies.

The University Student Council (KSU) is expected to post/publish one article or blog post per year to reach 12,000 students, and a further 8,000 students will be reached by the ERASMUS+ Student Network Facebook page and other social media

### Events at Local/National Level

The annual European Researchers Night: Science in the City attracts over 32,000 individuals. 30,000 reached are the general public, with another 1,000 each being students and staff, and the remaining 125 individuals being stakeholders from industry/private companies, civil societies and policy makers (100, 20 and 5 respectively). Science in the House is another annual event that will reach 1,000 citizens and 30 policy-maker stakeholders.

Science Café (Malta Café Sci) and Science and Film Nights (CineXjenza) are to take place on an annual basis. The events are each expected to reach 20 students, 10 members of staff, and 100 and 40 members of the general public respectively.

One Tv (TVM, NET TV, ONE TV) and newspaper/magazine (Pink magazine, Times of Malta, Sunday Times of Malta Science page etc.) interview is to be carried out per year, where each

platform will reach 80,000 and 60,000 Maltese citizens. Three radio interviews on Radio Mocha and Campus FM are expected to be conducted per year to reach a further 10,000 members of the general public. A further three press releases will be disseminated in English and Maltese per year to 100,000 members of the general public. Other national media outlets are expected to reach the same number of citizens on a yearly basis.

A briefing from the Minister for Education and Employment will be targeted towards one stakeholder policy-maker annually. Other ministers' (such as those responsible for foreign and European affairs, economy, transport etc.) attendance of events will be targeted towards over 12 policy-maker stakeholders per year.

The Malta Maritime Summit is targeted towards 50 stakeholder individuals in industry and private companies to take place once per project. School visits and an Annual Ocean Literacy event will take place once per year and, while Teen Science Café and Tiny Teen Science Café will take place twice per year. All four events will expect to attract around 60 students each.

### **Events at European Level**

Annual policy briefs are targeted towards policy-maker stakeholders, with these briefs reaching some 50,000 individuals. No information is available for podcasts by the European Commission's Scientific Advice Mechanism (SAPEA).

The European Ocean Mission Board is to take place annually and reach 25 policy-maker stakeholders.

An Erasmus Generation Meeting is expected to take place in Sweden in 2021, attracting 3,000 students and 5,000 members of the general public.

The ESN Malta Survival Guide Magazine aims to disseminate the project three times per year to 500 students. An annual week-long Erasmus Generation Instagram takeover is expected to reach 2,500 student followers, with three ESN.org blog posts per year reaching a further 1,500 students. Three ESN Instagram and Facebook campaigns are also expected to reach some 20,000 staff and students, with only 1,000 of those being staff, along with ESN Malta ad hoc social media posts reaching the same audience.

### **Events at International Level**

An annual Blue Med Initiative presentation will be presented to 500 stakeholders from industry or private companies, along with a further 50 policy-makers. Virtu Ferries have pledged an exposure article on their Incontri On Board Magazine (in English and Italian), which could be viewed by around 200,000 individuals from various sectors.

Participation of 100 students is expected for the annual International Maritime Law Institute (IMLI) event, while a UM + International Ocean Institute Annual Course aims to reach 20

students, 15 stakeholders in industry or private companies, and another 5 policy-makers. Ambassador briefings will be held once a year for 5 policy-makers.

The CHOGM: Malta Action on Training & Capacity Building is targeted at policy-maker stakeholders, and will take place once a year to reach 50 individuals.

The dissemination of the SEA-EU project via a Lecture Series on YouTube should reach over 200,000 students and citizens alike. This lecture series is expected to be disseminated four times per year (4 per year x 6). A European Geoscience Union and Association of Geomorphologist event are to take place once per year and will attract 10,000 members of staff. The 2020 UN Ocean Conference however is a one-time event to reach just shy of 1,000 stakeholders, with 500 being in industry or private companies, and 200 being policy-makers.

Various social media campaigns could potentially attract 150,000 viewers across the board. 26 of these campaigns per year would reach 50,000 students, while 52 per year would reach over 100,000 members of the general public.

## 2 UNIVERSITY OF SPLIT (UNIST)

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### Events at University Level

Monthly SEA-EU internal meetings are to take place for 67 members of staff, along with yearly SEA-EU meetings with external partners being 20 stakeholders from industry, private companies, or civil societies.

SEA-EU promotion through the Students Council and ESN are to be carried out twice per year to reach 3,000 and 500 students respectively.

The SEA-EU photo competition and local exhibition are each to be held annually and are expected to attract 1,000 students.

The university newspaper (Universitas) aims to publish content 8 times per year to 20,000 students and staff (1,700 of which are staff, and the rest being students).

The Welcome Day is to take place once per year, and reach 200 students, while social networks will reach 5,655 students throughout the year.

### Events at Local Level

A science festival along with interviews are planned to take place once and twice per year respectively, with the festival attracting some 3 000,00 citizens, and interviews an additional 170 000,00 citizens.

### Events at National Level

A PR action called “Proud of UNIST” is a one-time- event that is expected to attract 3 000,00 members of the general public. Additional meetings with the Ministry are expected to take place once per year and reach 2 policy-makers.

### Events at European/International Level

A working group for internationalisation in Croatia will take place twice per year to reach 15 policy-maker stakeholders, while the MSCA Conference, which is to be a one-time-event will reach 430 policy-maker stakeholders.

The European Maritime Day on the 1<sup>st</sup> September 2020 and the Ocean Hackathon on the 1<sup>st</sup> December attracted 70,00 and 350,00 members of the general public respectively.

The Erasmus Days in October 2020 reached 200 students, and a further 100 members of university staff.

## 3 UNIVERSITY OF CÁDIZ (UCA)

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### Events at University Level

Mailshots sent had a target audience of 10,000 students, while articles published on the University news platform reached half the number of students, but an additional 1,500 members of staff. 3 digital posters are expected to be disseminated per year to all 11,500 university students and staff.

Annual welcome days and half-day info sessions each reach about 5,000 students, along with an additional 500 admin/academic staff.

UCA aims to conduct a SEA-EU Student Photo Contest, followed by a SEA-EU Student Photo Exhibition on an annual basis. Both events are targeted towards the same 11,500 university members (10,000 students and 1,500 members of staff).

The ERASMUS+ Student Network Facebook and social media pages are expected to reach 3,000 students along with 200 staff.

### Events at Local/Regional Level

The European Researchers Night: Science in the City is expected to take place on a yearly basis and attract 10,000 students and 1,500 admin and academics, while an annual SEA-EU film is expected to attract half the number of students and the same number of staff.

A minimum of three radio, tv, newspaper and magazine interviews each are to be carried out per year. This means that a total minimum of 9 interviews are to be carried out per year. Each one is expected to reach all 1,500 members of staff. While radio interviews on Cadena SER, ONDACERO, and ONDACADIZ are expected to reach 3,000 students, tv, newspaper and magazine interviews are expected to reach 5,000 students. This is in addition to the 100,000 citizens reached by ONDACADIZ tv, and 50,000 citizens reached by Diario de Cádiz. Therefore, total figures for radio, tv and newspaper/magazine interviews are 4,500, 106,000 and 56,500 individuals respectively.

Another three stakeholder newsletters per year (minimum) will be written in Spanish and will be expected to reach 500 individuals from industry, private and civil society stakeholders. A further three (minimum) press releases are to be disseminated in Spanish and English to 6,000 staff and students (1,000 and 5,000 respectively).

The Alcantas film festival will draw in staff, students and citizens alike, with figures being 10,000, 1,000 and 80,000 each for the annual event, resulting in a total of 91,000 people reached. Two other events will also take place on a yearly basis. These are the Cadiz en danza (dance festival) and the FIT international theatre festival. The former will see a total audience of 56,000 (5,000 students, 1,000 staff and 50,000 members of the general public), while the latter will have over double the amount with a cumulative 161,500 attendees (10,000 students, 1,500 staff and 150,000 citizens).

### **Events at National Level**

Erasmus Day in October 2020 reached 10,000 students and an additional 1,000 members of staff. No information was available for the other events including other national media outlets, Minister for Education and Universities, other ministers attendance of events, and other national events.

### **Events at European Level**

A Europe Day event will take place on a yearly basis to reach 10,000 students and 1,500 members of staff. While no information is available for European Events, a minimum of 3 ESN collaborations will take place per year and will be available to all 10,000 students.

### **Events at International Level**

SEA-EU social media will be active throughout the year to an audience of 10,000 students in order to promote and disseminate news, activities and events pertaining to the SEA-EU project. The 2020 Erasmus Day in October reached a cumulative 11,000 staff and students. No information is as yet available for International events.



## 4 UNIVERSITÉ DE BRETAGNE OCCIDENTALE IN BREST (UBO)

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### Events at University Level

UBO aims to publish articles via their University news platform four times per year, with articles reaching 23,000 students. The university Facebook/Instagram campaign is expected to have an additional reach of a further 2,000 members of staff. This campaign along with digital posters will take place four times per year and have a total audience of 25,000 individuals from staff and students alike.

Student associations will also publish an annual article or blog post to reach 10,000 students, in addition to their yearly University Welcoming Days, which reach a respective 2,000 students.

The yearly New Staff welcoming day in October along with a yearly September event called “Au boulot à vélo!” will reach 150 members of staff, encouraging commuting to work via bicycle.

Two Erasmus info sessions will be held per year for 1,000 students, with one being in October, and the other in November.

A SEA-EU Student Photo Contest held once per year between October and December will reach a total 25,000 staff and students, with the SEA-EU Student Photo Exhibition between January and February attracting 1,000 and 200 students and staff respectively.

An annual half-day info session between January and February will reach 1,000 students, while the yearly *Azimuth* event in January will reach 6,000 students.

Three yearly events will take place in March. These are the Open University Days, Research Days, and Sustainable Development week. The Open University Days are expected to attract 6,000 students, while the latter two are expected to attract 2,000 members of staff, with the Sustainable Development week attracting a further 23,000 students.

The yearly “Month of Europe” event taking place in May is expected to attract 23,000 students. No information is available regarding the Highschool Erasmus info day on the 30<sup>th</sup> of June, however.

In October 2021, UBO will be celebrating its 50<sup>th</sup> birthday. This event will therefore reach all 25,000 staff and students (2,000 and 23,000 respectively).

### Events at Regional Level

Press articles pertaining to SEA-EU will be distributed twice per year via regional newspapers to reach 100,000 members of staff, and a further 800,000 citizens.

## Events at European/International Level

A Sea Tech Week is planned to take place mid-October every two years. This event is expected to have a reach of 350 students, 1,000 members of university staff, and 300 stakeholders, with 100 of these being policy-makers, and the other 200 being private companies, in industry, or civil societies etc.

The European Association for International Education (<https://www.eaie.org/>) is planned for September, however the reach and frequency have not been noted.

## 5 UNIVERSITY OF KIEL (CAU)

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### Events at University Level

The University of Kiel aims to publish articles via their University news platform twice per year to reach an audience of 33,320 people. These consist of 20,000 students, 3,000 members of staff, 200 in industry and a further 20 in civil society and 100 policy makers, and finally, 10,000 members of the general public. The Kiel University Orientation Events take place twice per year and are targeted towards 500 students.

Study and Information Days will take place every March and will be disseminated to 16,000 students and staff (1,000 of which are staff). A SEA-EU Student Photo Contest and Exhibition are expected to take place once per year, with the latter reaching 1,000 students and staff, and an additional 500 citizens, for a total reach of 2,500 individuals.

Social media channels such as Kiel University, International Center, ESN Kiel, The Future Ocean, etc will reach a total 13,500 people per year. This will be done by promoting the SEA-EU project to 2,000 students 5 times per year, and 1,000 members of staff, 500 private stakeholders, and 10,00 citizens once per year.

### Events at Local/National Level

A yearly European Researchers Night: Science in the City (ERN) will reach just over 12,000 people. Out of these 12,100, 10,000 will be the general public, with another 100 being stakeholders (civil society and policy-makers), and the remaining 2,000 being university staff and students (1,000 each).

The University of Kiel also organises a 'Night of the Profs' each year. This event would be expected to reach just over 11,000 individuals. 3,000 and 500 of which are students and staff respectively, with the remainder being 70 stakeholders (50 civil society and 20 policy-makers), and a final 7,500 citizens.

5 press releases per year will be disseminated in English and German five times per year to 10,000 students, and a yearly press release will reach 10 university staff and an additional 2,000 members of the general public to give a total audience of just over 12,000 people. Other national media outlets twice per year will reach 500 students.

Contacts at Kiel University will take place once per year as an exhibition for companies to get in touch with students. Such events would be expected to reach some 2,000 students and reach a further 200 stakeholders and 80 associations in industry and private companies.

Kiel Uni live (CAU Participation at the Kiel Week/Kieler Woche) 2021 will take place on a yearly basis, and reach 500 students, staff, industry/private and civil society stakeholders, 100 policy-maker stakeholders, and 12,000 citizens. The total reach of this yearly week-long event is therefore expected to reach 14,100 persons.

The Open Days at the Local Institution of GEOMAR will take place annually and reach 5,350 people. 5,000 will be members of the general public, while the remaining 350 are 200 students, 100 staff members and 50 stakeholders from industry and policy (20 and 30 respectively), along with 5 industrial/private associations.

### Events at University Level

No events noted or recorded as planned at this level.

## 6 UNIVERSITY OF GDAŃSK (UG)

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### Events at University Level

The University of Gdańsk aims to publish articles via their University news platform and social media twice per year, reaching 25,000 students and 2,000 members of staff. A SEA-EU Student Photo Contest will also take place once a month from October 2020 till January 2021, with the same aforementioned target audience. A subsequent SEA-EU Student Photo Exhibition will take place once in 2021. Student associations aim to publish 2 articles or blog posts per year, and have one Erasmus+ online student meeting, and one Fresh students meeting per year.

### Events at Local/National Level

On a local level, there will be one “International student from local universities meeting” per year, starting 2021. The number of people such an event would reach is not yet noted.

Online articles will be published twice per year via online platforms dedicated to students, to reach an audience of 15,000 students on a national level. Nationwide conference websites

are another planned national event, however at this stage not enough information is available regarding the specifics of this event, and as a result, its estimated target audience.

### **Events at Regional Level**

Plans for regional dissemination will include a University jubilee brochure, which will be distributed once in 2020 to 200 members of staff, 200 stakeholders, and at least 3,000 individuals from the general public. Other informational and promotional materials will be disseminated via local/regional press to 20,000 students and 70,000 members of the general public twice per year. University calendars for 2021 will be disseminated to UG employees and partners on a yearly basis to reach a further 3,500 members of staff and 500 stakeholders.

### **Events at European Level**

National press on the other hand will reach a further 49,000 citizens on a European level once in 2020 via informational and promotional materials.

### **Events at International Level**

Video materials will be posted on a yearly basis on the official UG YouTube profile to reach a further 300 citizens at an international level. Student participation in online education fares by NAWA will take place three times per year, however the number of students reached is not known.

Kindly add row for each entry in appropriate category

Articles	Ref # (leave empty)	Partner	Name producer	Name of production (with link)	Date of publication	Persons reached
	SEA-EU 001/2020	UM	Maria Calleja	<a href="#">The University of Malta: A European University.</a>	October 2019	<u>100,000</u>
	SEA-EU 002/2020	UM	UM	<a href="#">The European University of the Seas begins its voyage!</a>	November 2019	
		UM	Maria Calleja	<a href="#">University of Malta included in the 'European Universities initiative</a>	January 2019	<u>100,000</u>
		UM	Danielle Martine Farrugia	<a href="#">Citizens and researchers co-working: to what extent?</a>	May 2020	<u>100,000</u>
		UM	Maria Calleja	<a href="#">Ensuring a sustainable future for our Seas</a>	June 2020	<u>100,000</u>
		UM	UM	<a href="#">Students at the heart of the 'European University of the Seas'</a>	July 2020	
		UM	UM	<a href="#">Timely publication on the duty to render assistance at sea</a>	September 2020	
		UM	Godfrey Baldacchino	"A European University of the Seas" in the Maritime & Logistics supplement	October 2020	<u>100,000</u>
		UM	UM	<a href="#">Filfla and Comino from a different angle.</a>	October 2020	
		UM	Alan Deiudun	"Training the next generation of ocean practitioners in monthly PRUN Newsletter issued by Malta	November 2020	
		UM	TVM	<a href="#">Ritratt li jirrifletti s-solitudni waqt il-pandemija jrebbiħu kompetizzjoni fl-Università ta' Malta</a>	December 2020	<u>10,000</u>
		UCA		<a href="#">La Universidad de Cádiz y otras cinco de la UE crearán la Universidad Europea de los Mares</a>	February 2020	
		UCA	Quino López	<a href="#">La Universidad Europea de los Mares se muestra al Campo de Gibraltar</a>	20 February 2020	
		UCA	Times Higher Education	<a href="#">Interview to Laura Howard: are European Universities really possible?</a>	22nd May 2020	
		UCA	La voz de Cádiz	<a href="#">La UCA lidera un proyecto europeo de Horizonte 2020</a>	29 July 2020	
		UCA	R.D. Diario de Cádiz	<a href="#">La UCA participa en un proyecto para facilitar el empleo de los doctores de Ciencias del Mar y Ma</a>	27th August 2020	
		CAU	Photo Contest Press Release	<a href="https://www.uni-kiel.de/de/detailansicht/news/239-sea-eu-fotowettbewerb">https://www.uni-kiel.de/de/detailansicht/news/239-sea-eu-fotowettbewerb</a>	30/09/2020	
		UBO	Le Télégramme	<a href="#">Journées Portes Ouvertes à l'UBO / supplément au journal</a>	07/03/2020	2000
		UNIST	Sveučilišni list Universitas	<a href="#">SEA-EU novi projektni ured na Sveučilištu u Splitu</a>	March 30th, 2020	18,300
		UBO	Le Télégramme	Rentrée étudiante à l'UBO	Sept 24th 2020	100 000
		UNIST	Sveučilišni list Universitas	<a href="#">Europska diploma to je naš put</a>	June 29th, 2020	18,300
		UNIST	Slobodna Dalmacija	<a href="#">Splitski rektor i europski kolege potpisali Manifest: u doba korone priznat ćemo i virtualnu mobilnost. Cilj nam je zajednička europska diploma</a>	July 21st, 2020	18,300
		UNIST	Slobodna Dalmacija	<a href="#">Splitska prorektorica Đurđica Miletić: Potičemo virtualnu mobilnost i prilagođavamo se za mogući drugi val koronavirusa</a>	July 28th, 2020	18,300
		UBO	Le Télégramme	<a href="https://www.univ-brest.fr/sea-eu/menu/Etudiants/Concours-Photo">https://www.univ-brest.fr/sea-eu/menu/Etudiants/Concours-Photo</a>	24 Sept 2020	
		UBO	Photo contest article + facebook posts	<a href="https://www.facebook.com/UBO.UnivBrest">https://www.facebook.com/UBO.UnivBrest</a>	sept 2020	
		UG	UG news platform	<a href="#">2020-photo-contest</a>	Oct. 5, 2020	
		UG	UG Instagram	<a href="https://www.instagram.com/p/CF_kzuAqj3l/?igshid=8pohx9uryc0j">https://www.instagram.com/p/CF_kzuAqj3l/?igshid=8pohx9uryc0j</a>	Oct. 6, 2020	
		UG	UG FB	<a href="https://www.facebook.com/UniwersytetGdanski/photos/a.724351480945317/34292353737902">https://www.facebook.com/UniwersytetGdanski/photos/a.724351480945317/34292353737902</a>	Oct. 16, 2020	
		UG	UG news platform	<a href="#">SEA-TECH WEEK</a>	Oct. 7, 2020	
		UG	UG news platform	<a href="#">Co-creation Workshop</a>	Oct. 22, 2020	
		UG	UG FB	<a href="https://www.facebook.com/UniwersytetGdanski/photos/a.241762039204266/3456362951077476/">https://www.facebook.com/UniwersytetGdanski/photos/a.241762039204266/3456362951077476/</a>	Oct. 26, 2020	
		UG	UG news platform	<a href="#">SIX-MONTH INTERNSHIP AT A MARITIME INSTITUTE IN SPAIN</a>	Aug. 27, 2020	
		UG	UG news platform	<a href="#">SEA-EU_DOC</a>	Aug. 21, 2020	
Conferences		UBO	SEA-EU sessions at the SEA TECH WEEK	<a href="https://www.seatechweek.eu/">https://www.seatechweek.eu/</a>	13-14 October 2020	500
		UM	Ritienne Gauci	<a href="https://geomorphologyhelle.wixsite.com/geomorphology/women-in-geomorphology">https://geomorphologyhelle.wixsite.com/geomorphology/women-in-geomorphology</a>	March 8, 2021	
SEA-EU Events		UCA	SEA-EU office at UCA	Recognition event for uca collaborators	21st september 2020	
Educational Cafes		N/A	N/A	N/A	N/A	
Cultural/Sport Events		N/A	N/A	N/A	N/A	
Briefings Info-event		UBO	D. Muths / G. Goyat	20 different events organized / one in each Faculty	2010/2020	600

INFO DAY	UBO	D. Muths	New Staff welcoming day	10/10/2020	60
Info Day	UG	Erasmus Office	Meetings with students at different faculties	Nov 2019 till Feb 2020	
Others (please specify )					
Quiz	All	Gwenaelle Goyat / Irene de Andres	SEA-EU Quiz		
Info-event	CAU	Nina Keul	SEA-EU presented to Interim Presidency	Early 2020	
Info-event	CAU	Jonathan Durgadoo	SEA-EU presented to Kiel University	15/05/2020	30
Info-event	CAU	Jonathan Durgadoo	SEA-EU presented to the Kiel Marine Science	02/10/2020	44
INFO DAY	UBO	D. Muths	University Information Day for future students	29/06/2020	1000
INFO DAY	UBO	D. Muths / G. Goyat	University Newcomers Day	10/09/2020	1000
Merchandise	UCA	SEa-EU office UCA	SEA-EU Bottle	septem 2020	
RADIO	UCA	José Antonio Muñoz Cueto	Canal Sur - Cádiz Mediodía (radio)	1st september 2020	
RADIO	UCA	Francisco Piniella	Cadena Ser (radio)	25th april 2020	
RADIO	UBO	D. Muths / G. Goyat/ Guests	Erasmus Days on <a href="#">Radio U</a> : 3 interviews on 3 days	13-14-15 october 2020	
Info sessions	UBO	D.Muths / G.Goyat	Erasmus Days/SEA-EU presentations in each faculty	13-14-15 october 2020	500
VIDEO	UBO	Maele Lucas + UBO Students	A <a href="#">pecha kucha</a> presenting UBO from the students point of view	23/10/2020	..
VIDEO	UG	Krzysztof Bielawski	<a href="#">Inauguration of a new academic year</a>	01/10/2020	
mailing	UG	Coordinators of Various Faculties and De	Mailing introducing mobilities within SEA-EU	<a href="#">Feb and March 2020</a>	
Event	UM	SEA-EU office UM	SEA-EU presentation and games at Science in the City	<a href="#">26th to 29th November 2020</a>	
Info-event	UM	ESN Malta	Stand on SEA-EU at the Erasmus Days	<a href="#">16th of October</a>	100
Info-event	UM	Prof. Alan Deidun	The inauguration of the HARMONY (Italia-Malta) project underwater CCTV camera at the Malta National Aquarium	<a href="#">19th November 2020</a>	
Event- photo exhibition	UM	SEA-EU Office UM	<a href="#">The Sea and Us – Our Maritime Heritage on display at University of Malta photo exhibition</a>	6th December 2020	
Event	UM	UM's Communication's Office	<a href="#">The Sea and Us – Our Maritime Heritage on display at University of Malta photo exhibition</a>	2nd December 2020	
Event	UM	SEA-EU Office UM	<a href="#">Ritratt li jirrifletti s-solitudni waqt il-pandemija jrebbħu kompetizzjoni fl-Università ta' Malta</a>	1st December 2020	
Event	UBO		<a href="#">Photo exhibition</a>	12-01/07/03/2021	
Event	UBO				
VIDEO	UBO	UBO	<a href="#">Motion design presenting SEA-EU Around App</a>	01/2021	
Event	UBO		<a href="#">SEA-EU actions within the European Week of Sustainable Developement</a>		
mailing	UBO		<a href="#">NEw years newsletter towards staff</a>		
mailing			NEw years newsletter towards students		20 000





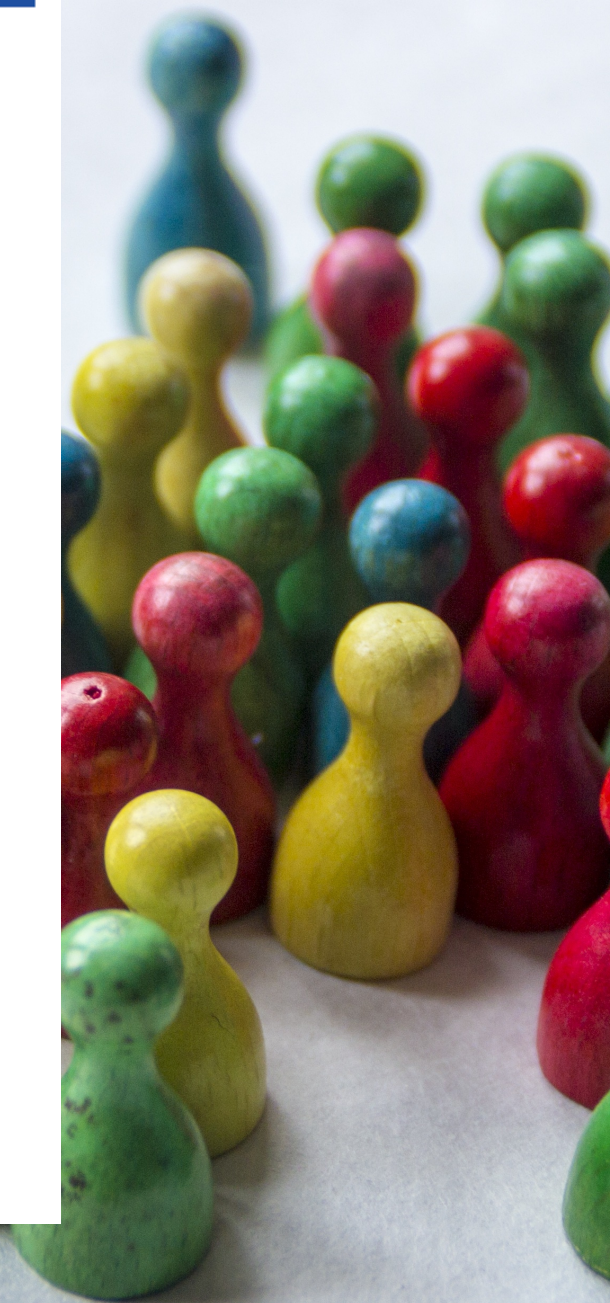


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# Stakeholders at the Heart of SEA-EU:

**Opportunities for  
(Small, Medium and  
Large) Local  
Stakeholders to  
engage with the SEA-  
EU Project**



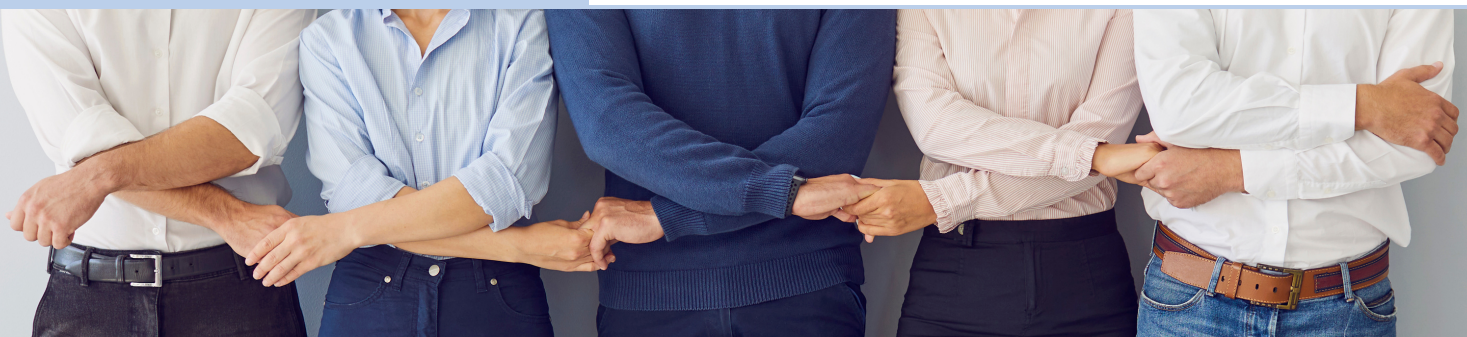


# Introduction

The document outlines FIVE broad opportunities for stakeholders to collaborate with and join SEA-EU Universities and activities. It groups activities according to main objectives and describes ways and possibilities of involvement.

## Overarching Values and Principles

- We firmly believe in a 'University-Industry' collaboration that is grounded in the **different yet pivotal and complementary roles** that academia and business play in contemporary society.
- Research that is developed and executed collaboratively helps students find **rewarding jobs** once they graduate; while for businesses it **creates a pipeline of graduate students who could become your future employees, talent pool and an entrepreneurial cadre**.
- We seek inspiration from, and commitment to, the principles of **sustainable development** enshrined in the UN's 17 SDGs. With this in mind, we encourage industry to develop or enhance its 'green credentials'.
- We encourage the **acknowledgement of the diversity** of our societies and communities; the benefits of University-Industry collaboration are ideally cascaded to such diverse groups as non-university graduates, immigrants, the disabled and vulnerable groups.



# Opportunity # 1: Research Collaboration

Research collaboration can stimulate stakeholders' internal research and development programs and allow them, through students' research and work, to **explore innovative goods and services for the market and seed early-stage research**. University-industry research relationships strengthen companies' research and development (R&D).

This first look at cutting-edge research gives companies a competitive advantage because it decreases the time it takes to move a potential product from the laboratory to the market, which strengthens **international economic competitiveness**.

To ensure long-term sustainability and beneficial collaboration between the SEA-EU Alliance and the industry, SEA-EU aims to develop joint mission-based funding for collaborative research and innovation through partnering with interested SMEs and Large Entities.

As a SEA-EU stakeholder, you can collaborate with SEA-EU partners in various ways; and involving both short-term and long-term cooperation.

## Shorter-term opportunities include:

1

**Host internships: host summer research practice for undergraduate (BA/BSc), masters (MA/MSc) or PhD students;**

Gain valuable fresh perspective of other markets and demographics while hosting students and their summer research projects as interns. Erasmus+ can fund the interns' travelling and living costs.

2

**Cooperate on several interdisciplinary pan-European research-based master theses (2 per partner institution)**

Contribute with a problem proposal to be solved during a research-based master thesis in an European surrounding.



3

Participate in applications for new joint-research and innovation calls in line with the SEA-EU mission.

Express your interest to participate in new SEA-EU projects where applicable.

Invest in research and innovation projects with industrial applications.

DESC: Support targeted research and innovation projects directly and participate in their shaping.

Establishing longer-term, intersectoral collaboration can help businesses reach out to and engage with institutional partnerships. It also aligns commercial development with early stage research. It also serves as a more sustainable commitment by industry to higher education.

## With this in mind, the SEA-EU Alliance invites stakeholders to:

1

Exchange good practices and experiences and identify barriers and gaps to industrial cooperation;

Discuss challenges in the context of joint academia-industry fora and think tanks

2

Engage mainly with marine and maritime companies to set up and fund at least one professorial chair per SEA-EU University

Sponsor/refund the salary of a full professor or associate professor

3

Fund full-time PhD students;

Co-create a SEA-EU joint industrial PhD.

Sponsor an industrial PhD to solve a concrete challenge that your business may be struggling with; or to develop a new technology or solution (within each university of the Alliance; and/or as a SEA-EU Alliance-wide initiative).



# Opportunity # 2: Establishing Work Placement and Work Based Learning Experiences

The SEA-EU Alliance invites stakeholders to act as mentors and formally assist in developing the work-based engagement and entrepreneurial mind-set of students

## To do so, the Alliance aims wants to:

1

### Establish work placement opportunities

This initiative would allow those who are still students to gain work experience while they are studying. Unlike work based learning (WBL) - tackled below - this work should be paid and is not necessarily for credit, so it does not count towards the students' degree.

Placements offer students the opportunity to gain practical work experience that is relevant to their area of study or interest. On-the-job training takes place at the employer's premises with whom the trainee is placed.

- A minimum of 100 hours per student is advised. Participants are offered a stipend.
- This activity is not for credit.
- 30 work placements are envisaged across the SEA-EU Alliance.
- Open to all branches of knowledge and work.

2

### Work-based learning study units

This initiative would tackle key issues regarding vocational education and training (VET) within education, and the association between VET and the preparation and honing of employability skills. University of Malta recommends that work-based learning is integrated in all programmes of studies and should be for credit (ECTS based) and not remunerated.

- Open to all branches of knowledge and work.



# Opportunity # 3: Boosting Innovation and Competitiveness

In line with the European Commission Regional Strategy for Research and Innovation for Smart Specialisation, the SEA-EU Alliance commits to build strategic partnerships for enhanced innovation and competitiveness.

SEA-EU partners want to explore the potential for a more territorially focussed higher education system, thus creating synergies and boosting competitiveness, as well as sharing best practices with and among business partners.

## With this in mind, the SEA-EU Alliance invites stakeholders to:

1

Participate in the interdisciplinary workshops organized by each University to discuss local challenges faced by the marine and maritime sectors in SEA-EU regions

With participation, you will obtain insights into trends and European expectations of the upcoming programming periods in order to better prepare your company's strategy and development.

# Opportunity # 4: Participation in SEA-EU events

## Stakeholders have the opportunity to join and participate in SEA-EU organized events.

1

### SEA-EU Staff Weeks

Offered to both SEA-EU students and staff, covering different topics. A list of Staff Weeks (virtual or physical or hybrid) can be found on the SEA-EU website; (Funding opportunities can be explored)

2

### A series of Interdisciplinary workshops

Such as the "SEA-EU Navigating a bright blue future for the Marine & Maritime Sector" and "Developing a Toolkit to Evaluate Online Programmes"

3

### Co-creation models and events

Such as living labs, workshops, hackathons, conferences and collective intelligence/ creative meetings; Sponsor or participate in an event to gain new insights, solve your challenges or promote your solutions, products and company.

4

### The SEA-EU Blue Talks

With Blue Talks we are trying to answer the question “What is the Blue Economy?”. Once a month, events are covering a mosaic of topics from various aspects of the economy related to the marine, maritime and allied sectors.

## Opportunity # 5: Participation in joint consultations

### The SEA-EU Alliance invites stakeholders to:

1

#### Participate in local consultation

To prepare a white paper on how Higher Education Institutions (HEIs) and Public Research Organizations (PROs) can foster creation of sustainable jobs and economy in: aquaculture, coastal tourism, marine biotechnology, ocean energy, seabed mining and other subsectors of Blue Economy.

2

#### Be part of the Observatory for Sustainable Blue Growth

Ultimate aim is to create a working network of professionals working in the Blue Economy sector to serve as an advisory and facilitator of regional and pan-European dialogue. Raising awareness, designing strategies, building capacities and transferring knowledge and technology.

# How can you start collaborating?

If you are interested in joining any of the SEA-EU opportunities for research collaboration, the members of the SEA-EU technical working group will be your main contact point.

Reach out if you would like to collaborate with specific research groups within the Alliance and/or collaboratively work on proposal and consortium development.

A SEA-EU Resources Potential Database is currently under construction. It will serve as a platform to scan for available research infrastructure at each partner university. This platform is intended for academics, researchers and stakeholders to support research collaboration.

The members of the SEA-EU Technical Managers are your contact persons and will be able to guide to the respective staff for further collaboration and proposals on specific fields and areas of topics.

Technical Managers:

Belén Chinchilla, University of Cadiz, [technicalmanager.seaeu@uca.es](mailto:technicalmanager.seaeu@uca.es)

Patrycja Oprawko, University of Gdańsk, [patrycja.oprawko@ug.edu.pl](mailto:patrycja.oprawko@ug.edu.pl)

Delphine Mutts, University of Western Brittany, [delphine.muths@univ-brest.fr](mailto:delphine.muths@univ-brest.fr)

Jonathan Durgadoo, University of Kiel, [jdurgadoo@kms.uni-kiel.de](mailto:jdurgadoo@kms.uni-kiel.de)

Ivana Jadric, University of Split, [ivana.jadric@unist.hr](mailto:ivana.jadric@unist.hr)

Maria Calleja, University of Malta, [maria.calleja@um.edu.mt](mailto:maria.calleja@um.edu.mt)



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## Introduction

Dissemination Leaflets – Leaflet targeted for the General Public

One-sided information sheet

**NB: Text in Bold Italics is for instructional purposes only and will not appear on actual pamphlet**

## Leaflet

Six universities into One University of the Seas. This is the SEA-EU Alliance. ***Bold, larger font and in a different colour from the text***

Together aiming at strengthening links between education, research and innovation, foster social engagement and environmental responsibility!

The SEA-EU Alliance is made up of:

***(logo)*** Universidad de Cádiz, Spain

Université de Bretagne Occidentale, France ***(logo)***

***(logo)*** Christian-Albrechts-Universität zu Kiel, Germany

Uniwersytet Gdański, Poland ***(logo)***

***(logo)*** Sveučilište u Splitu, Croatia

University of Malta ***(logo)***

Together they offer access to:

68 faculties

117 research institutes

And over 10,000 academics ***all numbers in bold and larger font and a different colour from the text***

The initiative is mainly an academic endeavour specialising in marine and maritime discipline. However, it also provides so much more for the industry, and society through our mobility programmes, and localities network amongst others.

In addition to traditional study formats, the SEA-EU Alliance also offers:







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- 
- summer schools
  - intensive courses
  - semesters abroad
  - trips on research vessels
  - Digital learning and teaching formats
  - Networking opportunities
  - CULTURAL and SPORT events based on coastal lifestyle concepts! **Cultural and sport in bold and larger font**

For further information, Be part of the SEA-EU Alliance! **(bold and larger font)** subscribe to or follow our social media channels:

Instagram      SeaEu @seaeualliance      Twitter      SEA-EU @SeaEuAlliance

Facebook      European University of the Seas Sea-EU @SeaEuAlliance

YouTube      SEA-EU European University of the Seas

Website [www.sea-eu.org](http://www.sea-eu.org)





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## Introduction:

Dissemination Leaflets – Leaflet targeted for Students

(two-sided, foldable A4 that comes into a 4 -page pamphlet)

**NB: Text in Bold Italics is for instructional purposes only and will not appear on actual pamphlet**

## Leaflet

### **PAGE ONE**

6 universities    1 European University of the Seas

Distinctly International   Pluri-ethnic   multilingual   and interdisciplinary

**(logo)** Universidad de Cádiz, Spain

Université de Bretagne Occidentale, France **(logo)**

**(logo)** Christian-Albrechts-Universität zu Kiel, Germany

Uniwersytet Gdański, Poland **(logo)**

**(logo)** Sveučilište u Splitu, Croatia

University of Malta **(logo)**

Offering students at all levels (Bachelors, Masters, PhD and post-Doctoral):

- Mobility for STUDIES!
- Mobility for INTERSHIPS!
- Mobility for SHORT-TERM GROUPS!

### **PAGE TWO**

Get access to:

68 faculties

117 research institutes

And over 10,000 academics

Travel to new and exciting localities!





Co-funded by the  
Erasmus+ Programme  
of the European Union



Be part of one conglomerated campus offering multidisciplinary studies and pursuing innovative strategies through sustainable concepts, that particularly conveys knowledge in the fields on marine environment, marine resources and the sustainable protection and use of the oceans.

### **PAGE THREE**

In addition to traditional study formats, some other SEA-EU offerings are:

summer schools

intensive courses

semesters abroad

trips on research vessels

Digital learning and teaching formats

Networking opportunities

And let us not forget CULTURAL and SPORT events based on coastal lifestyle concepts!

### **PAGE FOUR**

Together aiming at strengthening links between education, research and innovation, foster social engagement and environmental responsibility! Be part of us be part of SEA-EU!

For further information visit our website: [www.sea-eu.org](http://www.sea-eu.org);

or **subscribe** to or **follow** our social media channels:

Instagram	SeaEu @seaeualliance
Twitter	SEA-EU @SeaEuAlliance
YouTube	SEA-EU European University of the Seas
Facebook	European University of the Seas Sea-EU @SeaEuAlliance





## Introduction

Dissemination Leaflets – Leaflet targeted for Stakeholders

(two-sided, foldable A4 that comes into a 4 -page pamphlet)

**NB: Text in Bold Italics is for instructional purposes only and will not appear on actual pamphlet**

## Leaflet

### PAGE ONE

6 universities      6 different territories      in 1 University of the Seas (SEA-EU) ***numbers bigger, bolder font with a different colour from text***

Who we are ***bigger and bolder font from the text with a different colour from text***

***(logo)*** Universidad de Cádiz, Spain

Université de Bretagne Occidentale, France ***(logo)***

***(logo)*** Christian-Albrechts-Universität zu Kiel, Germany

Uniwersytet Gdański, Poland ***(logo)***

***(logo)*** Sveučilište u Splitu, Croatia

University of Malta ***(logo)***

The expertise of the European University of the Seas (SEA-EU) Alliance lies mainly in marine and maritime disciplines. However, the vision of the six partner universities is to establish a distinctly international, pluri-ethnic, multilingual and interdisciplinary European University.

Together we offer 68 faculties, 117 research groups, over 10 000 academics and researchers and a population of over 120 000 students in 6 EU states. ***Numbers in bold and bigger font and of different colour from the text.***

This unity within diversity, will encourage excellence in teaching and research for a better understanding and management for a number of sectors in national, European and global economies.

The SEA-EU Alliance fosters an entrepreneurial mind-set across all disciplines, and aims towards the sustainable development of long-term yields in the academic, economic and social spheres.

### PAGE TWO

What we offer ***bigger and bolder font from the text with a different colour from text***

The SEA-EU Alliance is also associated with 8 research centres, 5 cities, 3 international clusters of excellence as well as a number of private enterprises, NGOs, public entities and authorities. **Numbers in bold and bigger font and of different colour from the text.**

We share educational programmes, analyses, policies, procedures, services, databases, infrastructures, research networks, governance and last but not least best practices. Engaging as a stakeholder will allow you enterprise access to of the above without having to engage external resources or invest independently on research and development.

Investing in a stakeholding position within the SEA-EU Alliance provides better overall business efficiency. It also allows you as a stakeholder access to a much larger and better qualified human resource pool, than the open market backed by the latest research and innovation tools.

A better qualified workforce, that is already knowledgeable and engaged in your aims and goals from the get go, will not only cut costs in induction processes, but also reduce general R&D timelines.

It will also improve the overall results as human resources would require not only less supervision but also provide with more intelligence and foresight in set projects. This will ultimately accumulate to better competitiveness for your enterprise pushing you forward better and faster.

### PAGE THREE

Contribute towards upskilling the workforce of the national, European and global economy, and improve your corporate social responsibility through SEA-EU! **All bold and bigger font and of a different colour from the text**

We are seeking:

- sponsorships for mobilities of students (from bachelors to post-Doctoral)
- sponsorships for mobility of academics
- sponsorships for various cultural and sport events
- sponsorship and participation in localities networking events
- input on requirements by industry and society
- internships for students of various disciplines
- collaboration in dissemination events

Invest with SEA- EU, be part of the future with a stakeholder's role with us today! **All bold and bigger font and of a different colour from the text**

### PAGE FOUR

For further information contact our UM SEA-EU Team:

SEA-EU UM Coordinator      Prof. Godfrey Baldacchino      godfrey.baldacchino@um.edu.mt

Technical Manager      Maria Calleja      maria.calleja@um.edu.mt



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Research Officers WPs 1-5 Giuliana Longworth

giuliana.longworth@um.edu.mt

WP 6 Luisa Lomowski

luisa.lomowski@um.edu.mt

Website [www.sea-eu.org](http://www.sea-eu.org)

YouTube SEA-EU European University of the Seas

Instagram SeaEu @seaeualliance

Twitter SEA-EU @SeaEuAlliance

Facebook European University of the Seas Sea-EU @SeaEuAlliance







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# SEA-EU

## European University of the Seas



**University of Cádiz  
(Spain)**



**University of Kiel  
(Germany)**



**University of Gdańsk  
(Poland)**



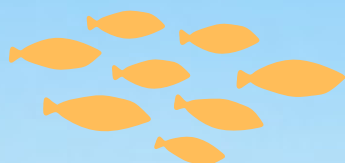
**University of Split  
(Croatia)**



**University of Malta  
(Malta)**



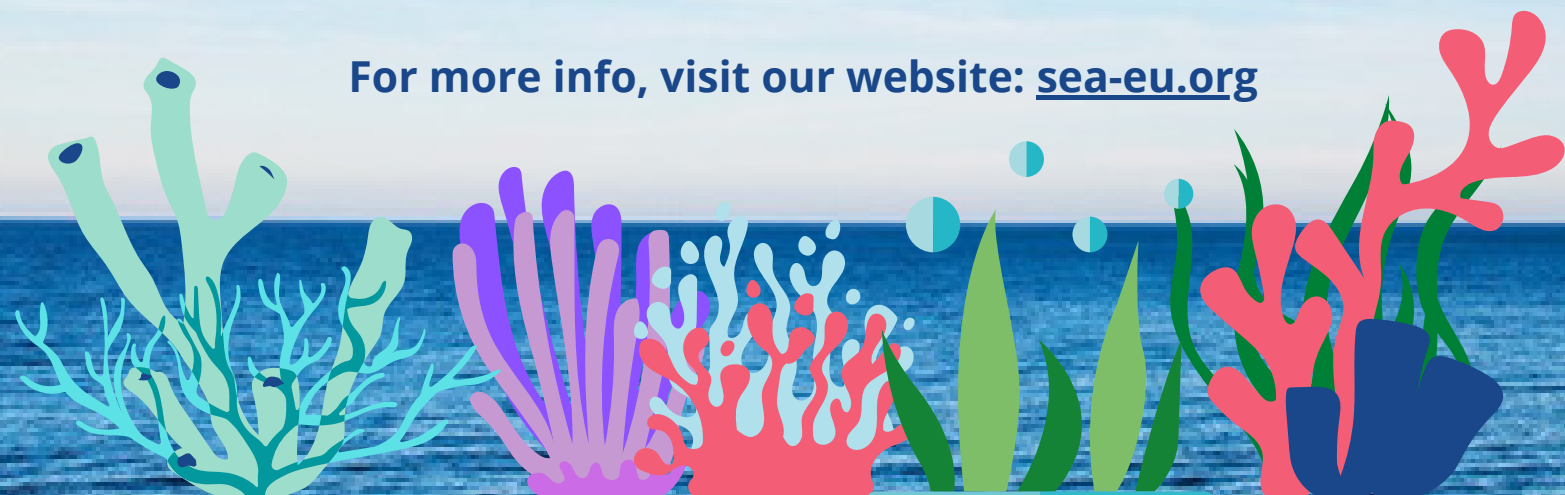
**University of Western Brittany in Brest  
(France)**



**Committed to establish a distinctly  
international, pluri-ethnic, multilingual and  
interdisciplinary European University.**

**Our motto:**  
**"Living sustainably by, from and with the sea"**

**For more info, visit our website: [sea-eu.org](https://sea-eu.org)**



## Who we are

### AN ALLIANCE OF 6 UNIVERSITIES WORKING TOGETHER TOWARDS THE FUTURE OF HIGHER EDUCATION

- 32 associated partners
  - 8 research centres
  - 5 businesses
  - 6 cities and provincial authorities
  - 6 public entities
  - 4 NGOs and non-profit organizations



- 122,832 students
- 28,373 alumni/year
- 16,909 staff
  - 10,427 academic staff/researchers
  - 68 faculties
  - 117 research institutes
  - 3 International Clusters of Excellence



## Key Deliverables & Activities



**Build a new management structures for a common European University.**



**Remove academic barriers and develop a protocol for joint programmes at all educational levels.**



**Increase virtual/digital and physical mobility.**



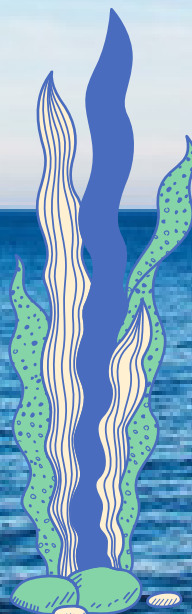
**Offer study-units and courses in English and at least one other European language.**



**Propose joint, long-term education and training strategy.**



**Encourage links to research and innovation, and to society.**





# Our Vision

## Education

- Consistency and quality in education and training analyses, methods, policies and activities
- Development of education and training activities
- Educational analysis to ensure compatibility within higher education systems in SEA-EU universities
- Student, researcher and academic collaborations
- Policies for the recognition of qualifications and new forms of physical and virtual mobility



## Identity

- Reinforce European identity
- Boost inclusive mobility, multiculturalism and links to society
- Student, staff and stakeholder participation
- Promote the learning of new languages
- Expand awareness of the cultural heritage of SEA-EU cities, regions and countries
- Link students and staff to society via Erasmus programs

## Research

- Development and quality of related activities and tasks
- Activities related to research and innovation from experts
- Blue economy study unit to develop forward-looking skills and competences
- Workshops on good practices
- Calls and projects to engage the general public

## Mobility

- Student and staff exchanges
- Physical and virtual mobility via online courses, MOOCs, digi cruises and intensive courses
- Student Erasmus opportunities
- Marine and maritime related courses



## Students



Laura comes from a fishing family in Cadiz, Spain. She is studying how best to protect marine species threatened by overfishing and pollution.



Bartok is from Gdansk, Poland. He is an environmental activist, and wants to do his part to remove plastic waste from our seas and oceans.



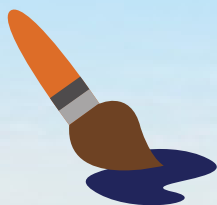
Paul is studying architecture at the University of Malta. He is concerned with how to balance construction activity in coastal areas with the protection of their coastal ecosystems.



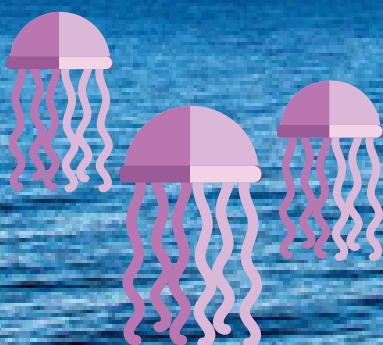
Marie wants to become a marine engineer. She is from Brest, France, which has a long tradition of being a major seaport facing the Atlantic Ocean.



Ivan is studying politics. He wants to ensure that small coastal communities are not forgotten by development. He is from Split, Croatia.



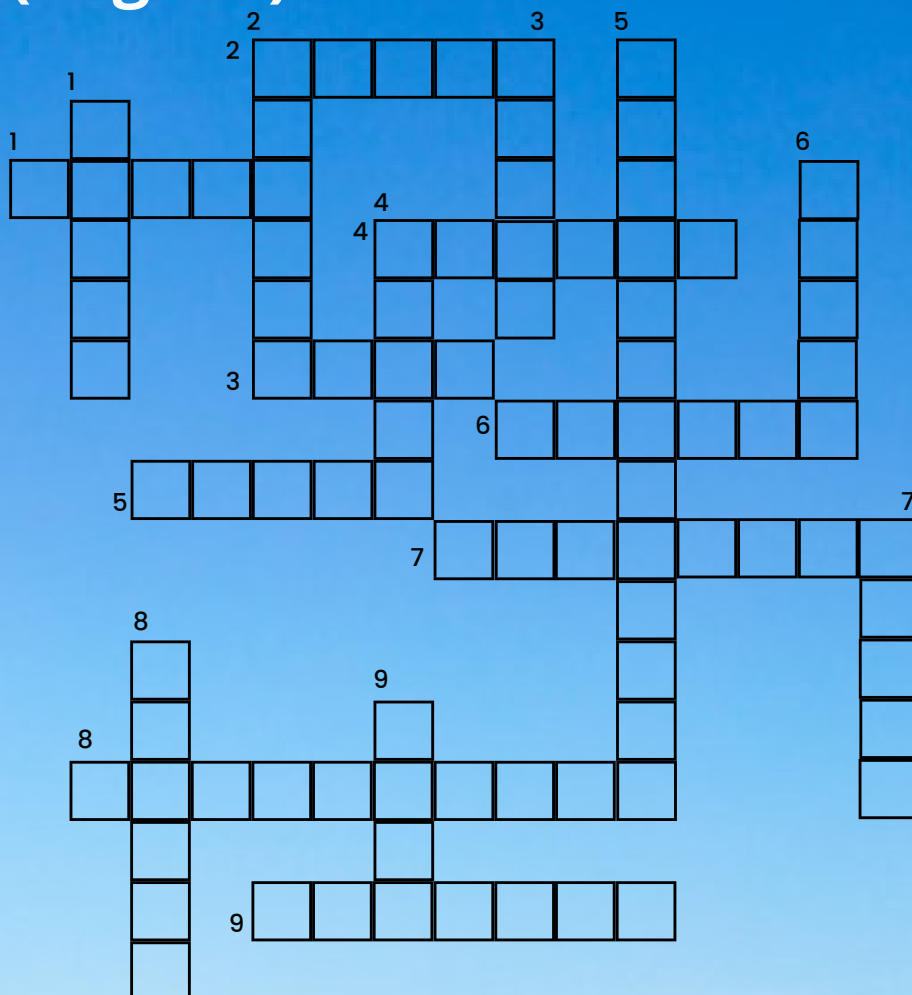
Clara is passionate about art and design. She is from Kiel, Germany. She seeks and finds inspiration for her paintings from the wild and unpredictable movements of the waves dashing on the shore of her city.



# Sea-Themed Crossword (English)

## ACROSS

1. A small island often referred to as a jewel of the Mediterranean
2. Fish use these to breathe
3. One of the largest German ports on the Baltic coast that acts as an important base for the German Navy
4. The ( ) Sea is important to the commercial fishing industry as it is home to many freshwater and marine species due to its brackish waters
5. A port city on the Dalmatian coast
6. Species that live in the sea are called ( ) flora or fauna
7. The ( ) Ocean connects to the Mediterranean by a narrow passage called the Strait of Gibraltar
8. Crabs, lobsters, prawns, krill and shrimps are all classified as ( )
9. A cephalopod mollusc with blue blood, 8 legs, 3 hearts and 9 brains (one per leg in addition to a central one)



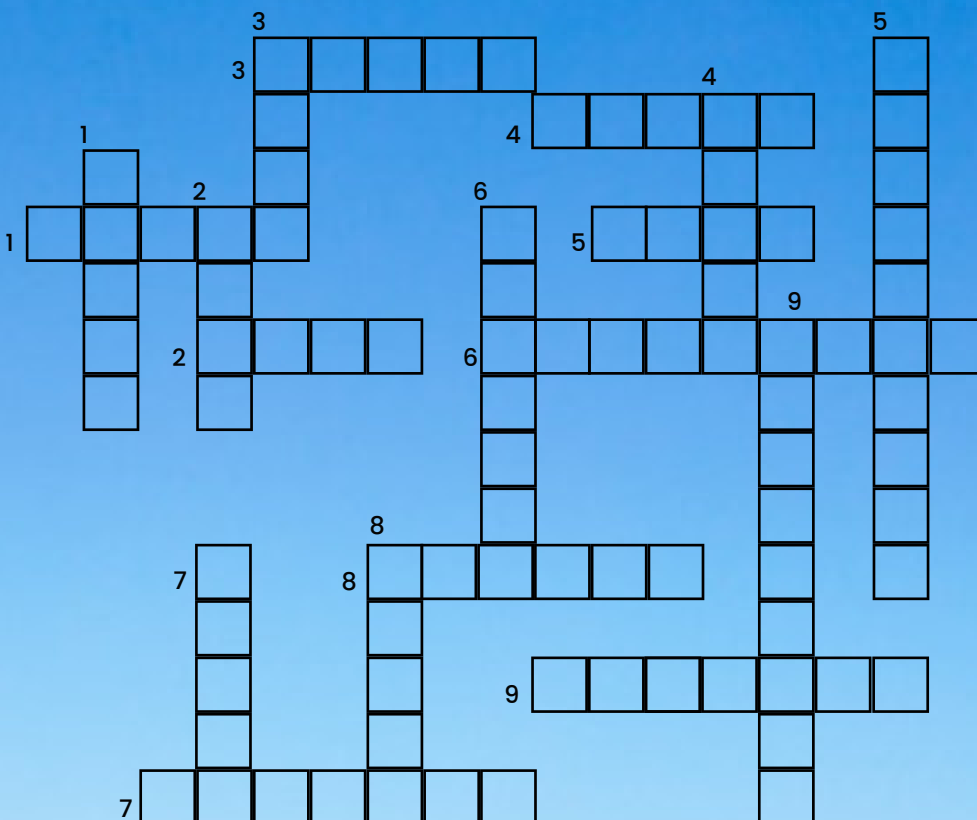
## DOWN

1. A principal home port of the Spanish Navy since the 18th century
2. Poland's principal seaport that was once part of Germany during World War II
3. Molluscs have a hard, protective ( ) made from calcium carbonate
4. A French port in Brittany with rich maritime history and naval base that produced warships during the Napoleonic wars
5. The ( ) Sea is a land-locked basin of water whose name derives from the Latin word for inland (from the words 'middle' and 'land')

6. Photosynthetic organisms with rhizomes, which anchor into the substrate. Can be red or brown as well as green
7. ( ) reefs are made up of thousands of polyps, making them related to jellyfish and anemones
8. Reptile with flippers and a hard shell that comes ashore to lay leathery eggs at night
9. A white crystalline compound composed of the two most abundant minerals/ions in the sea



# Togħma ta' Baħar (Tisliba bil-Malti)



## MIMDUDIN

1. Speċi li jgħixu fil-ilma melaħ jissejhu flora jew fawna tal-( )
2. Wieħed mill-akbar portijiet Ġermaniżi fuq il-kosta Baltiku, li jaġixxi bħala bażi importanti għall-Flotta Ġermaniża
3. Is-sikek tal-( ) huma sensitivi għat-tibdil fil-klima.
4. Port Franciż fil-Bretanja bi storja marittima twila u li serviet bħala bażi navali
5. L-izjed mineral abbondanti fil-baħar
6. Granċijiet, awwisti, krill u gambli huma kollha kklassifikati bħala ( )
7. Animal bi tmien saqajn, tlett iqlub u disghat imhuh (wieħed għal kull sieq, u wieħed centrali)
8. Il-port prinċipali tal-Polonja li darba kien okkupat mill-Ġermanja matul it-Tieni Gwerra Dinjija
9. Il-Baħar ( ) huwa importanti għall-industrija tas-sajd kummerċjali peress li fih issib ħafna speċi ta' ilma ħelu u tal-baħar minħabba l-ilmijiet salmastru tiegħu

## WEQFIN

1. Port ewlieni tal-Flotta Spanjola mis-seklu 18
2. Organizmi fotosintetiċi bir-riżomi, li jankraw fis-sottostrat. Jistgħu jkunu ħomor jew kannella kif ukoll ħodor
3. Il-plural tal-kisi protettiv iebes li jipproteġi l-moluski
4. Belt tal-port fuq il-kosta Dalmata
5. Il-Baħar ( ) huwa baċir tal-ilma msakkra bl-art li ismu ġej mill-kelma Latina għal gewwa (mill-kliem 'nofs' u 'art')
6. Rettili b'qoxra iebsa li jitilgħu l-art bil-lejl biex ibidu bajd artab
7. Gżira żgħira mlaqqma l-ġawrha tal-Mediterran
8. Il-ħut jużahom biex jieħdu n-nifs
9. L-Oċean ( ) jgħaqqad mal-Mediterran permezz ta' passaġġ dejjaq imsejjaħ l-Istrett ta' Ġibiltà.



## Task 6.5.2 - SEA-EU Localities Network Agreement Proposal

Text in project proposal: “Brest, the city hosting UBO’ is twinned with the Cities of Cádiz (Spain) and Kiel (Germany), hosting UCA and CAU, respectively. In our project, we will also work with local governments (some of them belonging to the project as associate partners) for the sustainability of our consortium, by promoting town twinning agreements with the remaining cities hosting SEA-EU universities. In the course of town twinning events, we will organise common SEA-EU cultural and sport activities. Existing local events already programmed in our cities - such as the maritime festival ‘Tonnerres de Brest’ (Brest, postponed to 2022), the ‘Tall Ships Races’ (Cádiz, 9-12 July 2020) or ‘Kiel Week’ (Kiel, 5-13 September 2020) - will be used to reinforce these contacts and bring together our SEA-EU communities (see Task 3.2).

### Abstract

---

Universities do not function in a vacuum. They thrive through the input of the society around them. In turn, they provide for qualified human resources, and innovative research, that will allow for their community to progress and prosper.

The SEA-EU Alliance Project has a challenging yet exciting agenda for the coming years. The decisions and actions taken within this initiative and all its peripherals, aim to create a vivid and healthy ecosystem that will strengthen the partners’ role in the tertiary education, economic and cultural spheres within the EU.

This ecosystem will reflect upon the society around it, and in turn the society will reflect it. It is therefore important to include the civil society around our universities to create a harmonious and thriving environment that will generate long-term universal wellbeing.

## Introduction

---

One of the sources which will allow for the SEA-EU Alliance to survive and expand in the long-term, is to spill-over the Alliance's ideals into the socio-economic life of the localities in which the partner universities are situated.

The network should be based on a town twinning concept. Jacques Bareth, a founding member of the Council of Municipalities and Regions, defined town twinning as “the coming together of two communities seeking, in this way, to take action with a European perspective and with the aim of facing their problems and developing between themselves closer and closer ties of friendship”. The initiative was well timed to provide some valuable healing and inter-cultural understanding after the horrors of the Second World War.

It can take place between small villages, towns, counties, big cities. It can focus on a whole range of issues, and can involve a wide range of actors from two or more twinned communities<sup>1</sup>.

## Outcomes

---

The flows created through the **SEA-EU Localities Network Agreement**, will contribute towards three important outcomes.

- The **first**, being the solidification of a SEA-EU university spread over a number of campuses around the littoral localities of the European continent.
- The **second**, is to encourage a wider civic and industry involvement in the SEA-EU Alliance and what it stands for.

---

<sup>1</sup> <http://www.twinning.org/en/page/a-quick-overview#.XqpaK2gzaM8>

- The **third**, will provide a medium of promotion and assistance towards the mutual understanding and integration of the peoples living and working in these areas.

## Objectives

---

- start, develop or re-vitalise relationships between the localities for the SEA-EU Alliance, based on the foundational principles of mutual respect and understanding of diversity and commonality.
- concentrate on common issues such as water management, economic development, coastline sustainability, *et cetera*;
- facilitate joint solutions to common problems;
- promote new skills across the various communities;
- develop thematic cooperation;
- promote the exchange of good practices;
- create capacity building;
- find means to better integrate the cultural, social and economic sectors;
- foster awareness of the SEA-EU Alliance and its benefits across the whole demographic spectrum;
- promote active participation within local-towards-global initiatives;
- bring different communities close/r through education, common values and principles;
- enable more efficient and effective use of resources;
- increase the living and intellectual standards of the population;
- contribute to the overall socio-economic development of the localities.

## Suggested Outputs

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- Promotion of short exploratory visits to the partner localities. These could take the form of self-funded long-weekends for end of academic year trips



that are usually made by last year secondary school students as well as students at university level;

- Creation of workshops which will include both academia and local stakeholders from all partner locations to discuss specific topics. These could be possibly connected with staff weeks;
- Organization of roundtables that will involve local authorities as well as the economy leaders of the areas.

## Suggested Outcomes

---

- An **Annual Festival** to take place in a different partner location every year, on a rotation basis. The festival will focus on the promotion of culture and identity and will include various activities. Activities could include sport activities such as regattas, surfing contests, diving and other sea-based sports competitions as well as land-based competitions. Other activities will include visual artistic exhibitions, singing and dancing contests as well as food and drink stalls. One activity, should include a communal effort and this could take the form of a choir, a dance crew or theatrical interpretation;
- **School exchanges**, based on two to three-day trips that will allow future students to understand and explore the opportunities available for their future studies/careers, as well as allow them to tap into other cultures;
- **Communal and stakeholders' incentives** that offer families the opportunity to explore the partner locations within the SEA-EU Alliance. Such an activity will be a strong medium towards bringing communities together through their exposure to other identities and cultures;
- An **Annual General Conference** to take place in different localities within the partnership, on a rotation basis. This will ideally be modeled on the EU Presidency rotation system. This annual event should encompass SEA-EU Alliance specific activities such as staff weeks and events. Such would allow

for a number of activities running simultaneously, creating more clout and generating further economic investment in the localities;

- A **Solidarity Programme** would help struggling areas in SEA-EU Alliance localities. This programme could take the shape of a reserved pool of human and material resources which will also include a financial package, that will be ready for temporary physical difficulties or policy stalemates within the partner locations.

## Funding

In the recent past, funding schemes such as The Europe for Citizens<sup>2</sup> and the Town Twinning 2020 – Round One<sup>3</sup> under the Education, Audiovisual and Culture Executive Agency (EACEA) within the European Commission, have provided generous funds for this vision to become a sustainable reality.

Localities are to seek funding to sustain this agreement and provide the resources for all the activities.

Table - Participating localities/areas

Name of Campus	Locality	Population on campus	Population in Locality
CAU - Main campus	Kiel	30 000	250.000
CAU - Research and Technology Center <a href="https://www.ftz.uni-kiel.de">https://www.ftz.uni-kiel.de</a>	Büsum		

<sup>2</sup> [https://eacea.ec.europa.eu/sites/eacea-site/files/programme\\_guide\\_2020\\_final\\_0.pdf](https://eacea.ec.europa.eu/sites/eacea-site/files/programme_guide_2020_final_0.pdf)

<sup>3</sup> [https://eacea.ec.europa.eu/europe-for-citizens/funding/town-twinning-2020-round-1\\_en](https://eacea.ec.europa.eu/europe-for-citizens/funding/town-twinning-2020-round-1_en)

<b>UBO- Main campus</b>	Brest	20 000	140.000 (210.000 for metropolitan area)
<b>UBO- IUT de Morlaix</b>	Morlaix	300	4.000
<b>UBO -IUT de Quimper / Pôle Pierre Jakez Helias</b>	Quimper	2400	6.300
<b>UCA - Campus de Cádiz</b>	Cádiz	5280 students	11.697
<b>UCA - Campus de Puerto Real</b>	Puerto Real	8545 students	41.650
<b>UCA - Campus Jerez</b>	Jerez	4587 students	212.879
<b>UCA - Campus de Bahía de Algecira</b>	Algeciras	1653 students	121.414
<b>UM - Msida</b>	Msida	11.500 students (Main Campus)	15.000
<b>UM - Marsaxlokk</b>	Marsaxlokk	Research Centre only (Max: 10 staff members)	5.000
<b>UM - Valletta</b>	Valletta	Conference Centre and International programmes only (Max: 50 staff; intermittent students)	5.000
<b>UM - Xewkija</b>	Xewkija, Gozo Island	Community Hub and Remote Learning Centre (Max: 5 staff; intermittent student numbers)	5.000
<b>UNIST - Main campus</b>	Split	20.000 students	178.192
<b>UNIST - campus</b>	Makarska	Just started in this academic year	13.834
<b>UG - Sopot</b>	Sopot		
<b>UG - Gdansk</b>	Gdansk		



UG - Gdynia	Gdynia		
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## Table - Sports and cultural events

\*Please include links if possible

University	Name of event	Type of event	Time period
CAU	Digital Week in Kiel <a href="https://digitalewochekiel.de/homepage-eng/">https://digitalewochekiel.de/homepage-eng/</a>	Digital showcase Festival	Every September
	Schleswig Holstein Music Festival <a href="https://www.shmf.de">https://www.shmf.de</a>	International Music Festival	July 2021
	Kiel Week <a href="https://www.kieler-woche.de">https://www.kieler-woche.de</a>	International Sailing Festival	June 2021
	Science Night Kiel <a href="https://www.wissenschaftszukunft-kiel.de/nacht-der-wissenschaft.html">https://www.wissenschaftszukunft-kiel.de/nacht-der-wissenschaft.html</a>	European Researchers' Night	27/Nov 2020
	Shanty-Festival Büsum <a href="https://nordsee-und-events.de/wordpress/buesumer-shanty-festival-2020">https://nordsee-und-events.de/wordpress/buesumer-shanty-festival-2020</a>	Local Music Festival	May 2021
	Mudflat Hiking Tour Büsum <a href="https://www.buesum.de/veranstaltungen/veranstaltungskalender/events/termin/wattwanderung-mit-der-schutzstation-6.html">https://www.buesum.de/veranstaltungen/veranstaltungskalender/events/termin/wattwanderung-mit-der-schutzstation-6.html</a>	Local flora and fauna hiking tour	regularly
	Kiellauf <a href="https://www.kiellauf.de/">https://www.kiellauf.de/</a>	Public running event	Sep 2021
	Lauf zwischen den Meeren <a href="https://www.lauf-zwischen-den-meeren.de/home/">https://www.lauf-zwischen-den-meeren.de/home/</a>	Public running event between the seas	May 2021
	Famila Kiel-Marathon <a href="http://www.kiel-marathon.de/kiel-marathon/">http://www.kiel-marathon.de/kiel-marathon/</a>	Public marathon running event	Feb 2021
UCA - CÁDIZ	FIT (Festival Iberoamericano de teatro) <a href="http://www.fitdecadiz.org/">http://www.fitdecadiz.org/</a>	International Theatre festival	Oct/2020
UCA-CÁDIZ	La Gran Regata <a href="https://sailtraininginternational.org/event/tall-ships-races-2020/">https://sailtraininginternational.org/event/tall-ships-races-2020/</a>	Tall Ship Races	12/Aug - 12/Sep 2021
UCA-Puerto Real	Film Fest	Film Fest	

<b>UCA-Jerez</b>	Vinoble <a href="https://www.vinoble.org/">https://www.vinoble.org/</a>	Wine festival	May/June 2021
<b>UCA-Jerez</b>	SICAB <a href="http://www.sicab.org/">http://www.sicab.org/</a>	International Horse exhibition	Nov/2020
<b>UCA-Algeciras</b>	VIII Encuentro Internacional de Guitarra Paco de Lucía  <a href="https://emelleventos.es/event/viii-encuentro-internacional-de-guitarra-paco-de-lucia/">https://emelleventos.es/event/viii-encuentro-internacional-de-guitarra-paco-de-lucia/</a>	VIII International Guitar Festival Paco de Lucía	Summer 2021
<b>UBO-Brest</b>	Tall ship festival	International maritime festival	Summer 2022
<b>UNIST-Split</b>	Rowing Regatta of saint Duje	Rowing Regatta	May (each year)
<b>UNIST-Split</b>	International futsal tournament "AFCU CUP 2021"	Futsal tournament	January 2021
<b>UNIST-Split</b>	Patika&Pedala	Running, cycling and hiking	April 2021
<b>UNIST-Split</b>	UniSport Open	Basket 3X3 and cageball	April 2021
<b>UNIST-Split</b>	UniSport Beach	Volleyball and beach handball tournament	May 2021
<b>UNIST-Split</b>	Đita	Sailing	October 2021
<b>UNIST-Split</b>	Museum night	Museum event	February 2021 (each year)
<b>UNIST-Split</b>	Split Maraton	Public marathon running event	February 2021 (each year)
<b>UNIST-Split</b>	Split Film Festival	Film festival	September 2021(each year)
<b>UNIST-Split</b>	Splitsko ljeto	Art festival	July 2021 (each year)
<b>UNIST-Split</b>	Dani Dioklecijana	Street historical art festival	During the summer (each year)
<b>UNIST-Split</b>	Mediterranean Film Festival	Film festival	June 2020
<b>UM</b>	Rowing in 2021	Rowing	TBD
<b>UM</b>	ESN Malta, International sports day	Sports Day	TBD
<b>UG</b>	Gdansk Doc Festival <a href="https://gdff.pl/en/">https://gdff.pl/en/</a>  <a href="https://www.worldathletics.org/competitions/world-athletics-half-marathon-championships">https://www.worldathletics.org/competitions/world-athletics-half-marathon-championships</a>	movi	

	<a href="https://www.ecs.gda.pl/title,All&gt;About+Freedom+Festival,pid,54.html">https://www.ecs.gda.pl/title,All&gt;About Freedom Festival,pid,54.html</a>  <a href="https://opener.pl/">https://opener.pl/</a>		
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## OP6.8/Subtask 6.5.1: Innovation and Dissemination Units

### Description:

As per Quality Manual and as part of WP6 activities, partners have committed to “form Innovation Dissemination Units in each partner country”.

In project proposal we commit to: *The Innovation Dissemination Unit in each partner country will participate in innovation summits, start-up weekends and meet ups. The consortium will liaise with stakeholders in the field, including business incubators, policy makers, marine-related industry in order to develop a community of practice towards the 'European University' concept. (pg. 47)*

*OP6.8. Innovation dissemination Units (pg. 50).*

This task is ongoing and will be carried out throughout the three years of the project. It is related to Output 6.8, due by the end of the project (Month 36).

**UM, as WP6 leaders, will promote a working group involving members of these local dissemination units to exchange procedures, opportunities and information on dissemination activities, and develop coordinated actions in the context of SEA-EU.**

### Purpose of the Unit:

Groups of stakeholders involved with the purpose of disseminating project's updates.

### Objectives:

- IDENTIFY the procedure used at each university to DECIDE why, how, and to whom to disseminate information that is developed in house (on campus): eg. exciting research discoveries; awards and appointments to distinguished staff members; signing of collaboration agreements; etc. Is the 'success' of such dissemination measured or evaluated? If so, how? (Focus is ideally on scientific information and/or having a creative or innovative dimension.)
- IDENTIFY the procedure used at each university to DECIDE why, how, and to whom to disseminate information related to SEA-EU. Is the 'success' of such dissemination measured or evaluated? If so, how?
- Once the 'dissemination practices' of all six universities are identified and described, their strengths and weaknesses can be compared, discussed and 'best practice/s' acknowledged and considered for adoption in other milieux.





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## Members to involve:

Each university will nominate two persons only. They should be officials/managers involved with the respective 'dissemination units' of their institution.

Members will be involved and carry out the three main objectives of the Units.

## Nominations:

UM	Pierre Cassar ( <a href="mailto:pierre.cassar@um.edu.mt">pierre.cassar@um.edu.mt</a> )
	Angela Xuereb ( <a href="mailto:angela.m.xuereb@um.edu.mt">angela.m.xuereb@um.edu.mt</a> )
UG	Can't provide nominations at the moment
CAU	Johanna O'Brien ( <a href="mailto:jobrien@kms.uni-kiel.de">jobrien@kms.uni-kiel.de</a> )
	Friederike Balzereit ( <a href="mailto:fbalzereit@uv.uni-kiel.de">fbalzereit@uv.uni-kiel.de</a> )
UCA	Paula Cantero ( <a href="mailto:paula.cantero@uca.es">paula.cantero@uca.es</a> )
	Blanca Román ( <a href="mailto:blanca.roman@uca.es">blanca.roman@uca.es</a> )
UBO	Xuan Creach, the head of the Communication Office ( <a href="mailto:xuan.creach@univ-brest.fr">xuan.creach@univ-brest.fr</a> )
	Creach will nominate the second contact
UNIST	Mrs. Mila Puljiz (
	Ivana Jadric ( <a href="mailto:ivana.jadric@unist.hr">ivana.jadric@unist.hr</a> )



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## QB 6.8.2 SEA-EU Dissemination Report

QB 6.8.2. SEA-EU Dissemination Report aims to collect all the SEA-EU-related dissemination efforts carried out by SEA-EU partners – UCA, UBO, CAU, UG, UNIST and UM - and their associates, stakeholders, and others.

For this purpose, a [Dissemination Repository document](#) to outline all activities has been compiled. The Dissemination Repository will remain live throughout the SEA-EU project's lifespan. It will keep track of the various dissemination events and opportunities through which SEA-EU is being promoted.

These events include: mentions in presentations done by members of our various subcommittees or stakeholders, articles from academics in magazines, newspapers and peer-to-peer publications, or other forms of traditional and social media, that mention the SEA-EU initiative, educational cafés, briefings, conferences and lectures.

### Introduction

#### Universidad de Cádiz (UCA)

The University of Cadiz has been carrying out several dissemination activities. A number of stakeholders have been involved in the process and the project has been widely promoted among the University community and beyond.

#### Uniwersytet Gdański (UG)

At UG we have:

- Included the SEA-EU logo on the UG website;
- Included the SEA-EU logo next to our email signatures;
- Set up SEA-EU subpage on the official UG news page, where we place all SEA-EU-related information
- Presented SEA-EU at the Ministry of Higher Education: this included a presentation of the consortium, the main objectives of the project, and how it can be seen as a “success story” example for prospective European University applicants;
- Presented SEA-EU at Gdańsk University of Technology;
- Presented SEA-EU during UG Rector Council meeting;
- Shared details of the SEA-EU project with the local media;
- Become a member of the Advisory Panel on the European Universities initiative, established by the Ministry of Higher Education. UG takes part in its meetings representing the SEA-EU alliance.
- Mentioned SEA-EU in University jubilee brochure

#### Université de Bretagne Occidentale (UBO)





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UBO's dissemination activities mainly aim to involve staff and students into the SEA-EU dynamic. We aim to cover all the faculties and services through our actions, and ensure that students hear and learn more about SEA-EU. See the dissemination repository for an extensive overview of the activities led.

### **Christian-Albrechts-Universität zu Kiel (CAU)**

During the period from April 2020 to November 2020, the SEA-EU team has grown

- In April 2020, the position of a SEA-EU coordinator was established at Kiel University
- In September 2020, another position (administrative employee for student mobility and outreach) was created to assist the coordinator and the WP4 leader in their activities.
- The team will grow and include an academic employee for DigiTeach in November 2020.

In the following report, past dissemination activities are listed and ones planned for the future also are mentioned.

### **Sveučilište u Splitu (UNIST)**

Several dissemination activities across the University of Split have been carried out. A large number of internal stakeholders are involved in the implementation of the project, and apart from them, the project is actively promoted outside its implementation framework.

### **University of Malta (UM)**

UM has included the SEA-EU logo and added a SEA-EU tab including related news and activities, offering this way a reference to the project on the website and an output for people to get updates.

UM is in regular contact with its Marketing, Communications & Alumni Office. With its support, it has planned several dissemination activities. In order to reach out to the general public about the project and to the other SEA-EU countries and regions, UM is planning to feature an article on SEA-EU cultures and identities every two months. List of topics include: salt and Maltese proverbs; the New Year and SEA-EU; Spring in SEA-EU (in all SEA-EU cities); 1st of May and international Labour Day; local holidays; start of the academic year; Christmas; rain and proverbs; Easter; exams and sayings for good luck; the sea; see you soon!.

## **SEA-EU Social Media**

### **Universidad de Cádiz (UCA)**

All information is published through the SEA-EU social networks in English. In addition, we are in permanent contact with the communication office of the UCA so that they redistribute all the publications on the university's social networks (university, vice-chancellors, departments ...)

Our Rector is very active in social networks and always retweets our publications.

We publish all the news on the sea-eu website in English and Spanish, in addition to publishing them on the page dedicated to SEA-EU of the university of Cádiz.

### **Uniwersytet Gdański (UG)**



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- SEA-EU Quiz – official UG’S Facebook and Instagram accounts
- International Office UG Facebook account
- UG’s Facebook and Instagram account

### **Université de Bretagne Occidentale (UBO)**

According to the target, SEA-EU related information are sent to the communication office, who disseminates it via the following media:

- UBO Facebook account (21,776 followers)
- UBO Instagram : (3,469 followers)
- UBO Twitter (10,700 followers)
- SEA-EU page on UBO website
- « News » on UBO’s website (500 views/week)
- UBO newsletter sent to UBO community (22,000 recipients)

### **Christian-Albrechts-Universität zu Kiel (CAU)**

#### **Done:**

- Inclusion of the SEA EU Logo on the Kiel Marine Science Centre (KMS) website
- Set up a SEA-EU subpage on the KMS website
- Dissemination of SEA-EU notes via Twitter @thefutureocean and @Kiel.SEA-EU quiz 2020
- Meeting of the CAU outreach subcommittee with Social Media Manager (also responsible for internationalization) on the 25 th of September 2020
- CAU has six centralized social media accounts that the outreach subcommittee will make use of to spread information about SEA-EU and build up our own network of followers.
- For the first months the CAU outreach subcommittee will concentrate on Instagram and then might widen the scope of different social media accounts according to our needs and our experience.
- The International Center Kiel has promoted SEA-EU (including the photo contest) on their FB and IG channel
- October 2020: launch of the Instagram account @seaeu.kieluni

#### **Planned:**

November 2020 launch of the Tandem Language Learning initiative with a promotional video disseminated through social media.

### **Sveučilište u Splitu (UNIST)**

The website [www.unist.hr](http://www.unist.hr) , which regularly publishes all news related to the SEA-EU project, has a reach of 13,000 people.

The social networks that the University of Split is using are:

- Facebook UNIST (4350 followers)
- Instagram UNIST (514 followers)
- IRO (International Relations Office) Facebook (500 followers)





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- IRO (International Relations Office) Instagram (186 followers)
- Instagram SEA-EU (160 followers).

UNIST has ensured the dissemination of information about SEA-EU-related activities through the Student Union, ESN Split and Croatia Association, the Oceanus Student Association, etc.

In order to get closer to the local community, as part of the project, a PR campaign "I am proud of the University of Split" was developed, which invited numerous people from local life, athletes, associations, young innovators, to support the implementation of the project.

### **University of Malta (UM)**

According to the target, SEA-EU related information are sent to the Marketing, Communications & Alumni Office who disseminates it via the following media:

- UM Facebook account (28,522 followers)
- UM Instagram (4,691 followers)
- UM Twitter (4,589 followers)

University of Malta has also collaborated with Erasmus Student Network (ESN) Malta and the Students Council at the University of Malta (KSU) social media accounts which:

- ESN Facebook account (8,517 followers)
- ESN Instagram (1,5271 followers)
- KSU Facebook account (24,183 followers)
- KSU Instagram (3,260 followers)
- KSU Twitter (3,556 followers)

## **Stakeholders' involvement in dissemination**

### **Universidad de Cádiz (UCA)**

We developed a first meeting with associated partners at UCA. We have been in contact with them in order to share information that is relevant to the project. From there, we have created the SEA-EU Bulletin (Spanish version) with information of SEA-EU and information from associated partners:

<https://sea-eu.org/wp-content/uploads/2020/09/Espan%cc%83oINEWSLETTER2.pdf>

### **Uniwersytet Gdański (UG)**

- SEA-EU in University jubilee brochure
- Meetings with students at all the Faculties
- 2021 SEA-EU calendar

### **Université de Bretagne Occidentale (UBO)**

**Students:**



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Student associations are being involved in some of SEA-EU dissemination activities: presentation of UBO and Brest to SEA-EU students, radio broadcasts... An ESN association is about to be created at UBO, and the team is associated with SEA-EU. Students are also involved within the SEA-EU student group. However, we are planning to work on a broader student involvement in the year 2 of SEA-EU.

Link with associated partners: Campus Mondial de Mer (WP5): SEA-TECH week, Ocean Hackathon, Wire 2020.

### **Christian-Albrechts-Universität zu Kiel (CAU)**

#### **Done:**

- Establishment of collaboration within the university staff and researchers linked to institutes of marine sciences. The Kiel Marine Science Centre for interdisciplinary research at Kiel University (KMS), is useful since it is a member of the German Marine Research Consortium and it consists of different member institutes in marine science. Disseminating info about SEA-EU is possible through this network.
- A SEA-EU student group was created in order to engage students in organizing SEA-EU.

Moreover, a contact list of all student organizations was created to disseminate further activities in an organized and effective way.

- The outreach subcommittee has used the SEA-EU photo contest 2020 to contact small local businesses related to contributing to sustainable development of the ocean and other local actors, such as a well-known photographer and the director of the marine film festival CineMare Kiel. These local actors have expressed their interest in SEA-EU and future collaboration and therefore dissemination might evolve from that.
- A multipurpose list (and contact information) of local marine/maritime companies for the greater Kiel region was compiled.

#### **Planned:**

- Presentation of SEA-EU by Technical Working Group at ESN meeting on November 9th 2020 to inform the 16 members and add students involved in SEA-EU.

### **Sveučilište u Splitu (UNIST)**

UNIST has appointed a variety of representatives to the official bodies. Five representatives were appointed to the Stakeholder Group, two to the Advisory Board and a total of 35 people to different committees at UNIST.

Numerous associate partners were already involved in the project through the project proposal. They remain active members in the project implementation.

UNIST has been fully collaborating with the Erasmus Students Network. ESN Croatia President and ESN Split President are involved in the project.



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UNIST estimates for the project to reach out to around 600 different stakeholders from the six EU member states, at local and regional level. As a result of a large network of experts and international connections with other organizations, the project will reach out to a lot of the EU countries.

The visibility of the project is also ensured at the university level and at the local level. As the Split-Dalmatia County is our partner in the project, involved within it an associate, the visibility of the project is also ensured at the county level. The national visibility of the project is ensured by continuous communication with the Ministry of Science and Education, which participates in national co-financing through national contribution to the project.

### **University of Malta (UM)**

UM has organized an in-person meeting with the Aquabiotech Group and included two new stakeholders as part of the project: Department of Fisheries, and its Research Unit; and the Marine and Storm Water Unit at the Works and Infrastructure Department.

In order to involve further stakeholders for the SEA-EU development of placements and internships and attracting further funding, UM has also reached out to stakeholders to gauge the academic-industrial relationship and to discuss how this can be improved through different venues for collaboration.

In order to engage the University community in the project and raise their awareness, UM has set-up internal subcommittees and involved (so far) 119 people in the University Community.

In order to reach out to students, UM has launched the SEA-EU photo contest. 79 students have participated in the Contest. In order to represent different target groups and to ensure a fair selection process, UM has selected the Jury members:

- Prof. Alan Deidun: Director of the International Ocean Institute at UM and 4-time Environmental Journalism Award winner
- Angela M. Xuereb: Senior Executive at UM's Marketing, Communications & Alumni Office
- Dr Anthony Galea: Senior Lecturer, Department of Geoscience at UM
- Prof. Gorg Mallia: Head of Department of Media and Communications at UM
- Luke Bonello Ghio: UM student and Malta representative at Erasmus Student Network (ESN)
- Nicole Galea: UM student and KSU Culture and Entertainment Officer
- Dr Ritienne Gauci: Lecturer, Department of Geography at UM and editor of 'Landscapes and Landforms of the Maltese Islands'
- Sarah Cassar Dymond: Photojournalist at an online news media outlet

The photo contest also envisages a public vote to be held on Facebook, with the aim of reaching out to a wider audience on social media. The best and finalist pictures will also be presented at a physical exhibition at the University Students' Common Room for a week in December (1st to 7th December 2020).

The photo contest launch and selection of Jury members aims both at reaching out to students on the project activities and objectives and involving new members in the SEA-EU project.

## **Dissemination through news articles**

### **Universidad de Cádiz (UCA)**



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Every Friday, we send to the communications office the preview of all the SEA- EU events or meetings that will take place during the next week, we write the news pieces so they can publish them in the university webpage. Our communications office shares with the newspapers the most relevant news to be published.

The local newspaper Diario de Cádiz, has published several pieces regarding SEA-EU.

### **Uniwersytet Gdański (UG)**

The University of Gdansk has disseminated the SEA-EU alliance through the following articles:

UG w elitarnym gronie 17 międzynarodowych konsorcjów, June 2019 [online](#);

Pół wieku Uniwersytetu Gdańskiego - tradycja i nowoczesność, March 2019 [online](#);

Bałtyk dla Uniwersytetu Gdańskiego to coś więcej niż morze, March 2020 [online](#);

### **Université de Bretagne Occidentale (UBO)**

See the Dissemination Repository.

### **Christian-Albrechts-Universität zu Kiel (CAU)**

Done

#### **External communication:**

- The CAU news platform has been updated regularly with news concerning SEA-EU, for instance:
  - 4th of July 2019: general info about SEA-EU
  - 28th of September 2020: launch of photo contest
  - Unizeit (supplement of the newspaper Kieler Nachrichten, covering topics of Kiel University)
  - 25.01.2020 (<https://www.uni-kiel.de/de/universitaet/detailansicht/news/sea-eu>)
  - Spread of info through social media platforms of International Center Kiel and The Future Ocean Network (@the futureocean)
  - Economic report of the city of Kiel (Wirtschaftsbericht der Stadt Kiel), published likely in November 2020, goes to about 10,000 enterprises in Kiel and beyond in Germany

#### **Internal communication:**

- Information on SEA-EU is published regularly in the KMS newsletters (German language), which is published at least twice yearly and disseminated amongst all KMS employees (about 150) and all partners of KMS (about 500).
- Placement of SEA-EU initiative on all relevant (media) platforms of Kiel University and CAU
- [https://www.international.uni-kiel.de/de/erasmus/Erasmus%20International%20Projects/copy\\_of\\_ka2](https://www.international.uni-kiel.de/de/erasmus/Erasmus%20International%20Projects/copy_of_ka2)
- <https://www.kms.uni-kiel.de/en/sea-eu>

### **Sveučilište u Splitu (UNIST)**





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Since the beginning of the project, we have promoted our activities through 113 different media releases in the newspapers, radio, television, news portals and the social networks. Press clipping list available at: <https://puh.srce.hr/apps/files/?dir=/SEA%20EU/PROJEKTNA%20DOKUMENTACIJA/WP%20PROVEDBA%20RADNIH%20PAKETA/WP%206/Medijske%20objave&fileid=21740195>

The print edition of the student newspaper that accompanies the SEA-EU project, *Universitas*, has a reach of 20,000 people.

### **University of Malta (UM)**

The start of the collaboration of SEA-EU Universities was reported by a news article “The European Universities of the Seas (SEA-EU)” written by the University of Malta in January 2019 and picked up by several websites, such as the European Cluster Collaboration Platform in an article published in March 2019. The kick-off of the project was publicised on the websites of project partners - e.g. the University of Malta published a news article in November 2019 titled “The European University of the Seas begins its voyage!”.

In order to disseminate to the general public, UM has also featured the SEA-EU project on Times of Malta on different occasions during the past months, in June 2020 and October 2020. The Times of Malta has a reach of 100,000 people.

The articles featured in the Times of Malta are the following (also listed in Dissemination Repository):

- “University of Malta included in the 'European Universities initiative’”, January 2019
- “The University of Malta: A European University, October 2019
- “Ensuring a sustainable future for our Seas”, June 2020
- “A European University of the Seas” in the Maritime & Logistics supplement, October 2020

The European Association of International Education also featured SEA-EU in an article titled “Citizens and researchers co-working: to what extent?”, May 2020.

The SEA-EU alliance was also featured on the University of Malta webpage in the following articles:

- Students at the heart of the 'European University of the Seas', July 2020
- Timely publication on the duty to render assistance at sea, September 2020
- Filfla and Comino from a different angle, October 2020

## **Dissemination through events**

### **Universidad de Cádiz (UCA)**

Our coordinator has been in many sessions and events before the confinement explaining and promoting SEA-EU. Laura Howard has offered an interview to the TIMES HIGHER EDUCATION magazine, and has participated in a session with the EACEA explaining the first year of SEA-EU.

### **Uniwersytet Gdański (UG)**

Global Maritime Conference - Globmar: (cancelled due to the COVID-19 pandemic)

<http://ekonom.ug.edu.pl/web/globmar2020/?lang=en>



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### **Université de Bretagne Occidentale (UBO)**

See Dissemination Repository.

### **Christian-Albrechts-Universität zu Kiel (CAU)**

#### **Done:**

- 28.01.2020 SEA-EU Info in the auditorium of Kiel University
- Night of the profs: cancelled due to Covid-19
- Kiel week 2020: moved to September 2020. Due to Covid-19 Kiel University was not represented as extensively as planned and, therefore, SEA-EU was not promoted.
- German unification event between September 4 th and October 5 th : Exhibition of the research institutes

GEOMAR and Kiel Marine Science (KMS). This sparked general interest of the public and politics in marine science in Kiel. Due to the strong link between KMS and SEA-EU this implicitly also involves SEA-EU.

- Virtual Erasmus info events hosted by the International Center Kiel took place on August 5 th, September 9 th and also on October 7 th 2020 (roughly 40 participants). SEA-EU is also mentioned as an Erasmus option.
- Internal communication through presentations given by the coordinator of SEA-EU at Kiel University amongst university staff

#### **Planned:**

- Presentation of the (20) best photos by students from Kiel University and the top three of the other universities from the photo contest in Spring 2021
- International film festival CineMare in April 2021: presentation of the best photographs from the SEA-EU photo contest 2020
- European Research Night: Science in the city postponed to 27 November 2020 potential event promoting SEA-EU (TBD)
- Info session on mobility possibilities for students of Kiel University by International Center (TBD)

### **Sveučilište u Splitu (UNIST)**

For the purpose of dissemination, numerous promotional activities were carried out. Almost 20 presentations were organized physically at different faculties and constituents, two workshops were held within the promotional days of the Erasmus + program, the project was also promoted at the Service learning workshop, at the meetings with the Vice-Dean for Science and Teaching and outside the University, during the Open Days of the Info Zone

The representatives of UNIST are a part of the working team for the promotion and further development of the European universities created by the Ministry of Science and Education. The promotion of the project at the European level was also agreed with the participation of the UNIST Executive Board representatives at important events organized by the Ministry of Science and Education during the Croatian Presidency of the Council of the European Union (Europass Digitally-Signed Credentials at the *European University of the Seas* Staff Week where Prof. Dželalija is supposed to present the activity and the 2020 MSCA Presidency Conference in Zagreb in June 2020 where prof Vranješ Markić represented the



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SEA-EU Alliance). Also, it is agreed for Prof. Dželalija to be a part of the NAVKIS conference in Slovenia and at the yearly conference organised by the Agency for mobility and EU programs).

The European dimension of visibility is also represented by the presence at the European Maritime Day country event in May 2020. UNIST reported a dissemination event in collaboration with the Faculty of Maritime Studies from Split on the 1st of October 2020. UNIST also prepared the Erasmus Days event from 14th till 16th of October 2020. Also, the European level of dissemination is supposed to be achieved through the SEA-EU session at the WIRE conference that is supposed to take place in November in Split (04-05th November, 2020). UNIST is also participating in the European Sustainable Development Week 2020.

### **University of Malta (UM)**

UM was presented to over 100 UM members of staff through the Subcommittee meetings, in which the project and subcommittees were introduced and explained to participants.

UM is participating in the 2020 Malta *Science in the City* Festival taking place virtually from 26th to 29th November 2020. As part of the event, UM is organizing a SEA-EU presentation and a few SEA-EU themed games: a quiz, two crosswords and a treasure hunt, offering prizes to winners.

UM has promoted the SEA-EU project at the Erasmus Days which took place on Friday 16th October 2020 and reached out to the SEA-EU students present on campus.

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