

D6.18 COLLIDER OUTREACH III

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1. Goal: Promoting the EuroTeQ Collider, a new format of co-creation

As the EuroTeQ Collider is a new format of co-creation, involving a diverse group of stakeholders (academics and non-academics), it is crucial that the partner institutions and their wider eco-systems get to know the new format and its unique opportunities. At the same time, the outcomes of the EuroTeQ Collider projects are the best tools for spreading the essential ideas of EuroTeQ Engineering University and capitalizing on them.

The colliders are an ideal setting for stories on individual experiences (e.g. working in a multi-lingual context, across cultural or professional barriers, building shared European values), which we will promote throughout the project and beyond emphasizing their long-term impact.

2. Activities and efforts to reach goal

To ensure the recognisability of the EuroTeQ Colliders, we created several standard visual elements that will be used in all efforts for the promotion of the Colliders. A graphics agency that TUM is working with will create these visuals as much as possible already in 2021, and arrange for them to be easily adaptable for future Colliders:

- Visual identity
- Video bumpers
- Social and other media graphics, example

Partner institutions will use the Collider visuals that are created to ensure recognizability in all messaging.

The EuroTeQ Collider as a format runs in two rounds, first as a local Collider at each university and then EuroTeQaThon as the grand finale took place. Unfortunately, due to covid, we had to divide the EuroTeQathon into three different locations and universities took part in pairs. The Launch event and Pitches

were there as hybrid events and all three universities hosting the EuroTeQathon were connected via video bridge. Broadcasting of the event for available to follow by the general public. The winning teams of the EuroTeQathon traveled to Brussels in January 2023 and met representatives of the European Commission and present their winning concepts.

Promoting project challenges for each Collider, example

We un a EuroTeQ-wide, targeted social media campaign to promote the call for ideas at all partners for each Collider. For social media, we agree to use the hashtag #EuroTeQCollider. To ensure that all target groups are attracted to participate in Collider, partners will also set up their own outreach campaigns. These are described below.

A. Videos of project pitches for each Collider

The pitches of the teams of each local Collider were recorded so they can be shared via the EuroTeQ YouTube channel and by partners on their own (social) media channels. The videos of the winners can be used as a teaser for the EuroTeQathon.

Pitches happen at local closing events and the results are shared via partner and EuroTeQ channels, including an explanation of what will happen at the EuroTeQathon.

B. Promoting EuroTeQathon

The EuroTeQathon was announced on the EuroTeQ website and social media.

In cooperation with students, a promotional video about the Collider was made. This video will be used for the promotion of future Colliders.

C. Webcast finale of EuroTeQathon

The EuroTeQathon was hosted in a tandem format: l'X students visit TU/e, CTU students visit TUM, and TalTech students visit DTU. TUM and CTU co-organize the overall online part of the event. TUM is in touch with a media agency to arrange the streaming.

The EuroTeQathon was livestreamed via EuroTeQ's YouTube channel, which is shared via all EuroTeQ and partner channels. The live stream is available for all target groups to watch. Several parts of the program call for the local organization of activities, which is the responsibility of each hosting university (TU/e, TUM, and DTU).

D. Targeted media campaign to make the best ideas of EuroTeQathon public and promote their societal impact

Using the live stream materials of the EuroTeQathon, the pitches of winning teams were extracted to share through EuroTeQ's YouTube channel.

Social media

Partner university	Channel	Link
All	EuroTeQ website	https://euroteq.eurotech-universities.eu/initiatives/competitions/the-euroteq-collider/
CTU	CTU ETQ website	https://euroteq.cvut.cz/en/students/euroteq-collider/collider-2022-2023-en/
	CTU website	https://aktualne.cvut.cz/aktuality/20221007-euroteq-collider-predstavuje-nove-vyzvy-pro-studenty
	faculty websites (CZ language only)	https://www.fsv.cvut.cz/projekt-euroteq-collider/
		https://fit.cvut.cz/cs/studium/pruvodce-studiem/bakalarske-a-magisterske-studium/euroteq-collider
		https://fel.cvut.cz/cz/aktuality/2022/EuroTeQ_Collider_call_for_ideas
		https://www.fbmi.cvut.cz/cs/student/aktualita/studenti-maji-moznost-zapojit-se-do-projektu-euroteq-collider
		https://www.fs.cvut.cz/aktuality/2054-212/projektove-orientovany-predmet-euroteq-collider/
		https://www.fjfi.cvut.cz/cz/media-a-verejnost/archiv-aktualit/8156-euroteq-collider-umozni-studentum-resit-problemy-s-odpadem-a-nabizi-jim-pet-kreditu
https://www.fa.cvut.cz/cs/aktualne/33839-leave-no-waste-behind-je-tematem-euroteq-collider-krome-5-kreditu-slibuje-atraktivni-sance		
TUM	TUM website	https://www.hfp.tum.de/en/policy/research-teaching-projects/teaching-projects/euroteq-collider-2022/
TalTech	TalTech website	https://taltech.ee/en/euroteq/projects-and-competitions
I'X	I'X website	https://www.polytechnique.edu/en/news/new-collaborative-course-format-launched-ix
DTU	DTU website	TBD
TU/e	TU/e website	https://www.tue.nl/en/our-university/about-the-university/university-alliances-networks/engineer-the-future-with-us/euroteq-collidertue/



EuroTeQaThon 2022 **EuroTeQ COLLIDER**

Theme:
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10-12 **10-12 June 2022**
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Hashtags

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#LifeLongLearning
#EUVocationalSkills
#EUSkillsAgenda
#EuroTeQCampus
#ErasmusPlus
#EuropeanEducationArea
#EngineeringEducation
#EuroTeQaThon
#EngineeredbyEuroTeQ
#CoCreation
#EuropeanUniversities

Web

www.euroteq.eu/collider

3. Deadlines, milestones and planning

DATE	DEADLINE/MILESTONE	ACTIVITIES
27 SEPT	WP3 delivers texts for outreach	Update EuroTeQ website Update EuroTeQ pages on partner websites
11 OCT	Start outreach call for ideas	Social media campaign EuroTeQ-wide Social media campaigns partners
31 OCT	Deadline to respond to call for ideas. Will be extended if not enough responses come in.	Announce closing of call for ideas/ Announce extension of the call
15 NOV	Start outreach first Collider.	Announce theme and practical info Collider (format, time investment, what's in it for the participants?) on EuroTeQ website and socials. Partner campaigns.
10 FEB	Hybrid Collider kick-off event	Joint online event with keynote speakers and unveiling of the Collider challenges. All partners join in online. Break out into local on-site activities (if Covid measures allow) to get to know more about the exact format of Collider at partner institutions, talk further about the challenges and create teams.
27 MAR	Q4 registrations TU/e close. Collider outreach closes	TU/e students can no longer sign up for the Collider at TU/e.
MAY/JUN	Local Collider pitches (hybrid)	Teams pitch their challenge ideas at their local Colliders. The best teams are rewarded with a spot in the EuroTeQaThon in June. Livestream / on-site event. Social media campaign by partners
10-11-12 JUN	EuroTeQaThon happens (3 days live event)	Live stream pitches, additional activities to be planned once program has been determined
JUN	Share EuroTeQaThon winning team pitches	Videos of winning teams will be shared via EuroTeQ website and channels to showcase the results of the first Collider, share the student team ideas with a wider public, and attract new companies and students to the next Collider.
20.-21.JUN	Winning EuroTeQaThon teams visit Brussels	Timing and program will be determined together with the winning team.



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