

D6.21 COLLIDER OUTREACH VI

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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 the 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 worked with created these visuals and arranged for them to be easily adaptable for future Colliders:

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

Partner institutions used the Collider visuals 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. The 3rd EuroTeQathon was held at CTU from 10-12 June.

2.1 Promoting project challenges for each Collider

We run a EuroTeQ-wide, targeted social media campaign to promote the collider. The call for ideas for each Collider has been skipped in favour of keeping the theme “Leave no waste behind”. For social media, we agreed 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 took place at local closing events and the results were shared via partner and EuroTeQ channels, including an explanation of what happens at the EuroTeQathon.

B. Promoting EuroTeQathon

The EuroTeQathon was announced on the EuroTeQ website : <https://euroteq.eurotech-universities.eu/initiatives/competitions/the-euroteq-collider/the-euroteqathon/> The information about this Spring 2023 edition of the EuroTeQathon was updated by CTU with input from WP3.

C. Webcast finale of EuroTeQathon

The EuroTeQathon was hosted by CTU in Prague on 10-12 June. It has therefore also been shared on CTU's website: <https://euroteq.cvut.cz/en/students/euroteq-collider/euroteqathon-2023/> The local winning Collider teams have visited CTU to pitch their ideas in the EuroTeQathon. The event was livestreamed on the EuroTeQ YouTube channel and some excerpts were made like the announcement of the winners. All were be shared via the EuroTeQ website, and partners can share it on their own channels as well.

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

Using the livestream materials of the EuroTeQathon, the pitches of winning teams have been extracted to share through EuroTeQ's YouTube channel. This is an activity that we have done for each previous EuroTeQathon as well. These can then be shared on EuroTeQ LinkedIn, by winning teams and participating teams in their own networks, and by the partner universities through their own channels as well. Challenge collaborators will also be asked to actively share the pitches and their experiences.

2.2 Promoting project challenges overall and per university

EuroTeQ website and social media channels

- An article with the winners of the EuroTeQathon was placed on the website
- Posts with the winners of the EuroTeQathon were shared on social media

TU/e

- Recruitment activities for Challenge Week together with Fontys University of Applied Sciences and Summa (both vocational learner institutions). Newsletters/emailers were sent to all Masters' students.
- Challengeweek040 was announced on the TU/e events page.
- EuroTeQ mentioned in all presentations at the event
- EuroTeQ branding clearly displayed at Demo Market (area where competing students displayed their prototypes) and awards presentation area
- Communicated the results to the companies and organizations that sponsored the event and presented the challenges.
- Prototypes of all the teams of one of the sub-theme at the event (Library of the future) will be developed as a working model and displayed at the Dutch Design Week 2023
- The event was featured in all the magazines of the participating institutions and in a local newspaper.

Challenge Week 040 (tue.nl)

Challenge week 040 is a local joint program in Eindhoven aimed at building experience on the outreach and connections between students on different levels of education. Together with partners at Fontys Pulsed and Summa engineering (both educational institutions for vocational learners) we did a mixed CBL program of a week during August 2023. We did a lot of outreach to get to 60 participants.

- Lecture talks during the intro week for new students at TU/e
- Newspapers were contacted to make a rapportage of this activity

L' X

- Promoted the Collider on our local social media
- Made communication materials on the Collider available
- Published an article on students of L'X participating in the EuroTeQathon
- Made Social Media announcements regarding the article (ETQ social media/ website)

TUM

- Promoting the Collider on our local social media
- Promoting the Collider on our TUM Website – Global & Alumni and School involved
- News article of the TUM website announcing winners from 2 disciplines at the EuroTeQathon

CTU

- EuroTeQathon 2023 - DTU students meeting with the ambassador
- EuroTeQathon 2023 – photos were placed on the website(CZ and ENG)
- News article placed on CTU (ENG) website
- CTU shared a press release on EuroTeQathon 2023
- JRD carried a news snippet on EuroTeQathon

DTU

- Promoting the Collider on our local social media
- Promoting the Collider on DTU event announcing planning website

TalTech

- Promoting the Collider on our local social media
- Promoting the Collider on our TalTech Website
- Announcing the EuroTeQathon on our TalTech website

3. Local web pages

Partner University	Channel	Link
CTU	Twitter	https://twitter.com/DKAmbCzechia/status/1668262628903223300
all	EuroTeQ LinkedIn	https://www.linkedin.com/posts/euroteq-engineering-university_euroteqathon-euroteqathon2023-winnersannouncement-activity-7074004176103428098-eV8M?utm_source=share&utm_medium=member_desktop
CTU	webpage (CZ)	Projekt EuroTeQ úspěšně uzavřel první etapu mezinárodní studentskou soutěží - Zpravodajský servis - České vysoké učení technické v Praze (cvut.cz)
CTU	mediateka (CZ)	EuroTeQathon 2023 - Mediateka - České vysoké učení technické v Praze (cvut.cz)
CTU	mediasource (ENG)	EuroTeQathon 2023 - Mediasource - Czech technical university in Prague (cvut.cz)
CTU	Press release	Projekt EuroTeQ úspěšně uzavřel první etapu mezinárodní studentskou soutěží - Zpravodajský servis - České vysoké učení technické v Praze (cvut.cz)
JRD	webpage (CZ)	Studenti ČVUT zvítězili s naším tématem týkajícím se regenerativních technologií ve stavebnictví v prestižní soutěži We build healthy homes (jrd.cz)
CTU	webpage (ENG)	The international student competition has successfully concluded the first phase of the EuroTeq project - News service - Czech technical university in Prague (cvut.cz)
TUM	webpage TUM (ENG & GER)	https://www.international.tum.de/en/global/tum-global-news/news-single-view-en/article/euroteqathon-in-prague-tum-teams-win-two-disciplines/

all	EuroTeQ web	https://euroteq.eurotech-universities.eu/news/euroteqathon-winners-summer-2023/
all	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7077612240689864704
L'X	website	https://www.polytechnique.edu/en/news/lx-takes-part-euroteqathon-prague
L'X	LinkedIn	
L'X	Twitter	
TU/e	Website, newsletter, social media	https://fontypulsed-25088692.hubspotpagebuilder.eu/challenge-week-040 , Challenge Week 040 (tue.nl)
TU/e	Twitter	https://twitter.com/TUeindhoven/status/1668594063208071168
Ed.nl	News website	Studenten van Summa, Fontys en TU/e lossen samen problemen op tijdens de Challenge Week Eindhoven ed.nl
DTU	Website	https://www.tilmeld.dk/euroteq-collider

4. Visuals



EuroTeQ Engineering University

1.121 volgers
3 mnd • 📍

+ Volgen ...

Three #European student teams amazed the international jury with unique #eco solutions

👉 <https://lnkd.in/e2G8CktS>

#EuroTeQ #TeQforEurope #EngineeredbyEuroTeQ #EuroTeQCollider
#EuroTeQaThon #challengebasedlearning #leavenowastebehind

Vertaling weergeven



EuroTeQaThon Winners - Summer 2023 - EuroTeQ

euroteq.eurotech-universities.eu • Leestijd: 1 min.



Twitter handles

@EuroTechUA
@TUEindhoven
@TU_Muenchen
@DTUtweet
@Polytechnique
@TallinnTech
@CVUTPraha
@EUErasmusPlus

Hashtags

#EuroTeQ
#EuroTeQCollider
#TeQforEurope
#NextGenerationEU
#EuroTeQEngineering
#LifeLongLearning
#EUVocationalSkills
#EUSkillsAgenda
#EuroTeQCampus
#ErasmusPlus
#EuropeanEducationArea
#EngineeringEducation
#EuroTeQaThon
#EngineeredbyEuroTeQ
#CoCreation
#EuropeanUniversities
#ChallengeBasedLearning

Web

www.euroteq.eu/collider
challengeweek040.nl



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