D6.3 COLLIDER OUTREACH

CONTENT

1. Goal: Promoting the EuroTeQ Collider

As the EuroTeQ Collider will be 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. For information on the Collider format, please refer to our deliverable D3.1.

We plan to disseminate the activities of the EuroTeQ Colliders at different moments of the project:

1. We will promote the open call for ideas widely (task 3.1, activity A).

2. We will also disseminate the final defined challenges (task 3.2 A) EuroTeQ wide in order to promote the attractiveness of the project to a diverse group of stakeholders.

3. We will promote the outcomes of the EuroTeQaThons in publishing all project pitches as videos and broadcasting the joint final ceremony publicly via web link. Exact format to be determined once Collider and EuroTeQaThon formats are defined by WP3.

We will actively promote the winners of the pitch competition and their ideas towards the associated partners and the wider eco-system to ensure follow-up activities for these groups and the sustainability of the project ideas. As the project targets real-life challenges, their outcomes will be of interest to all members of society. Leaving them with a reassuring feeling that universities and beyond are tackling these challenges.

The Colliders are an ideal setting for stories on individual experiences (e.g. working in 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 recognisability of the EuroTeQ Colliders, we will create several standard visual elements that will be used in all efforts of promotion. TUM will liaise with an agency to 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 media graphics
- General text describing the idea behind the Colliders and its process

The activities and efforts to reach the overall goal are as follows:

A. Promoting call of ideas at all partners for each Collider
B. Promoting project challenge for each Collider
C. Videos of project pitches for each Collider
D. Promoting EuroTeQaThon
E. Webcast finale of EuroTeQaThon
F. Targeted media campaign (paid or non-paid TBD) to make best ideas of EuroTeQaThon public and promote their societal impact

The EuroTeQ Collider format is still under development and won't run until spring 2022. The EuroTeQaThon is also still under development. Therefore, this deliverable first focuses on the targeted promotion of the Collider call for ideas. As the formats for the Collider and EuroTeQaThon develop, we will update this document to include our activities and efforts to promote both of those.

2.1 Students promoting call of ideas at all partners for each Collider

When referring to the student as the main target audience, we primarily refer to the full-time students of the six universities participating in the EuroTeQ project, which are approximately 115.000. At the same time, we recognize that the EuroTeQ project can be attractive to both prospective university students and the students of universities outside the six participating institutions, for whom it could possibly be one more reason to transfer.

The EuroTeQ Collider and call for ideas will be described and highlighted on the EuroTeQ website **www.euroteq.eu/collider**. The website will include a direct link to the call for ideas and partner universities will place a link to the call for ideas on their EuroTeQ institution pages as well. On the website, we will explain the three phases of the Colliders: the call for ideas, the Collider challenges and the EuroTeQaThon. We will also already give insights into the runtime of each of these phases and the rewards that participants can get from joining the different activities.

Target groups for the call for ideas outreach are:
- Students at partner universities
- Vocational learners (mainly from Local Advisory Board partners, but generally open to all)
- Life-long learners (mainly from Local Advisory Board partners, but generally open to all)
- Alumni

We will run 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 the call for ideas, partners will also set up their own outreach campaigns. These are described below. Partner institutions will use the Collider visuals that are created to ensure recognisability in all messaging.

Special efforts need to be taken to engage the target group of vocational and professional learners. The success of the Colliders will be measured upon their participation. As they are not as adapt to project weeks as students are, special communication efforts need to be invested.

WP3 will provide a concept paper for the Call for ideas (template shared from TUM), which will explain the Collider, the Call for ideas and highlight the annual theme. The MB could be involved to proactively approach the Local Advisory Board partners and ask them to promote the call for ideas and later Collider challenges across their own communication channels.

2.2 Promoting call of ideas at all partners for each Collider

TU/e

- Include Collider information and link to call for ideas questionnaire on our EuroTeQ page on tue.nl: www.tue.nl/euroteq
- Narrowcasting on the screens in TU/e buildings;
- Inform students via our digital study guide, study associations and teachers;
- Include the call for ideas in our TU/e alumni newsletter;
- Share the call for ideas in our TU/e-internal EuroTeQ newsletter that is sent to teachers and other interested contacts;
- Share the call for ideas in TU/e-internal newsletter People@Work that is sent to all TU/e employees;
- Reach out to vocational learners by contacting institutions in our ecosystems like Fontys, Avans and Summa College (via communications officers there);
- Post the call for ideas on TU/e social media channels, specifically LinkedIn, Twitter, Instagram and Facebook.

TUM

- Include Collider information and link to call for ideas questionnaire on our EuroTeQ page https://www.international.tum.de/en/global/euroteq/
- Share the call for ideas in our TUM-internal TUM Global newsletter that is sent to teachers and other interested contacts;
- Include the call for ideas in our TUM students and TUM alumni newsletter;
- Post the call for ideas on TUM social media channels, specifically LinkedIn, Twitter, Instagram.
- Direct a letter to all Local Associated partners through MB member Prof. Gerhard Müller
- Involve Student Association as multiplicators to involve student body
- Promote the Call especially through the Junge Akademie at TUM
- Direct emails to Erasmus+ students coming to TUM from the EuroTeQ partners, as well as special mails directed to TUM students who have studied at the EuroTeQ partners or currently plan to study abroad at EuroTeQ locations.

L'X

- Include Collider information and link to Call for Ideas questionnaire on the dedicated EuroTeQ page on the intranet;
- Promotion of the Collider during the event "Erasmus Days", organized on on October 15th.
- Direct information of the students via the program directors (Bachelor, Ingenieur Polytechnicien program, and Masters of Science and Technology)
- Cascade the information directly to the students also via the students office
- Announcement of the Call for ideas in the newsletter sent to the school's alumni; (To be confirmed with the colleague who edits this newsletter)
- Announce the Call for ideas in the internal newsletter sent by the International Affairs office to professors, researchers and faculty departments;
- Share the Call for ideas in the internal newsletter sent to all employees;

- Spread the information on the Call of Ideas also across the Plateau de Saclay where many other higher education institutions are located (for instance Institut Polytechnique de Paris: ENSTA, ENSAE, Telecom Paris, Telecom Sud Paris, Lycée international …) to reach vocational learners
- Share the Call for ideas with academic partners (Columbia, SciencesPo…) and industry partners
- Post the call for ideas on L'X social media channels, specifically LinkedIn and Facebook.

DTU

- Create a DTU call for ideas student lunch event in collaboration with DTU EuroTeQ student council members
- Share the call for ideas in DTU Skylab SoMe channels (LinkedIn, Instagram, Facebook)
- Share the call for ideas among DTU LAB members
- Tentative: share the call for ideas to current DTU – EuroTeQ course catalogue & exchange students
- Tentative: share the call for ideas on DTU Inside & DTU communication channels
- Tentative: Include the call for ideas in a DTU Learn for Life channel (deciding on which and how many target groups (current continuing education programs and/or alumni)
- Tentative: Pilot a multi-stakeholder workshop with 20 persons around the call for ideas between students, researchers, industry)- pending on resources this might be postponed and used for the clustering of ideas instead.
- Develop other local & hybrid formats to experiment & pilot for Fall 2022

CTU

- Include Collider information and link to call for ideas questionnaire on our EuroTeQ page on https://international.cvut.cz/euroteq/
- Publication on the websites of the faculties.
- Involvement of students through selected project-oriented subjects.
- Providing a collider subject that students could enroll in.
- Direct information to students via the mail.
- Involvement of faculties through selected project guarantors/academics.
- Use of social media and create an event called collider - call for ideas.
- Address all interested groups and create a workshop with the idea of the solution from the perspective of industry.

TalTech

- Include Collider information and link to call for ideas questionnaire on our EuroTeQ page on TalTech webpage and intranet: www.taltech.ee/euroteq (EST+ENG pages)
- News about the call for ideas on TalTech´s webpage: www.taltech.ee/uudised and www.taltech.ee/en/news
- Inform students via student´s newsletter and social media;
- Include the call for ideas in our TalTech´s alumni newsletter;
- Share the call for ideas in our TalTech internal newsletter for employees

- Share the call for ideas to TalTech´s different Faculties so they can share the information via their own channels
- Post the call for ideas on TalTech's social media channels, specifically LinkedIn, Twitter, Instagram and Facebook.
- Promote the Collider etc on TalTech's TV screens and desktop's.
- Inform Local Advisory Board about the call for ideas

2.3 Promoting project challenge for each Collider

To be determined once call for ideas has been launched and ideas have been grouped.

Organize webinars to explain the Collider format and timelines and for interested parties to ask questions before they sign up. Everyone who joined the call for ideas could be invited for this as well.

A. Videos of project pitches for each Collider

To be determined.

B. Promoting EuroTeQaThon

To be determined.

C. Webcast finale of EuroTeQaThon

To be determined.

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

To be determined.

3. Staff and stakeholders

Marita Mau will work with the external visuals agency to develop all the Collider visual materials. Anne Kwak, Julia Irrgang and Maarten van den Dungen will support in giving feedback on these materials. WP3 will provide texts for the website and social media and will set up the questionnaire for the call for ideas. Then, each partner university will develop their own outreach campaign to reach the target groups in their local ecosystems. TU/e and TUM will develop their materials and share these with WP6 so partners can re-use materials that suit their own institutions' needs.

4. Evaluation activities

We will discuss with partners what worked well in the outreach for each institution to share lessons learnt and best practices for future call for ideas, Colliders and EuroTeQaThons.

Furthermore, we will look at the following metrics:

- # responses to questionnaire call for ideas
- # participants signed up for each collider
- # views on EuroTeQ website
- # views on partner websites
- # streams EuroTeQaThon

5.   Project issues and risks

Risk 1. The call for ideas has very limited or no responses.
If we get very limited responses to the call for ideas, we will increase our outreach frequency and reach.
We can also set up focus groups with small groups of students to discuss the theme and call for ideas
in person, and collect input for the challenges via this route. This will be coordinated by WP3.

Risk 2. Partners are unable to attract other target groups besides their own students to join the call for
ideas, Colliders or EuroTeQaThon.

For the first edition of the Collider, we are happy with a wide range of participation of our own students.
Other target groups joining in the challenges will be highly valued and support the EuroTeQ vision. We
believe that this group will grow over time, as we are still formulating why this is interesting for them.
During the first edition, we will evaluate what works well in attracting the other target groups, and we'll
build on that in future editions.

We also make use of the fact that, in the case of TU/e, vocational learning institutes like Fontys,
Summa, Avans are in the Local Advisory Board. At TUM, we will exploit close connections with industry
partners for professionals as well as vocational trainees. On a higher level, these partners are thus
involved and interested in the educational formats offered by EuroTeQ Engineering University and help
us shape them. This can help in communicating the activities to thier of the organizations.

6.   Outreach material

6.1 Draft Article for partner's website

TUM has shared an article they have published on https://www.international.tum.de/en/global/tum-
global-news/news-single-view-en/article/tum-brussels-innovationen-gefragt-euroteq-startet-
ideenwettbewerb/ with the partners, to help promotion:

Innovation encouraged – EuroTeQ call for ideas now open
The EuroTeQ Collider brings our students together with non-academic, vocational learners and
professionals, as well as manifold stakeholders of society and industry. Together, they tackle real-life

challenges of the 21st century through a series of co-created, challenge-based projects and competitions. At first, we address the swarm intelligence to identify topics the EuroTeQ universities will then translate into innovation-driven education formats. The Collider's first "Call for Ideas" is now open and participation beyond the university is encouraged.

The EuroTeQ Collider is the centrepiece of the EuroTeQ Engineering University. These innovative project weeks will take place in the spring of 2022. But as in any other educational activity, the professors at each university will not come up with the challenges. An open Call for Ideas will spark a creative process that collects thoughts, concepts and approaches from all over Europe.
Leave no waste behind

Each year the Collider is embedded in a central theme. The Call for Ideas asks all participants to envision potential projects, challenges or even just contribute ideas of a desirable future in relation to this broad topic. The theme for the first Collider edition is focused on our handling of waste. The way we live today produces a lot of it and we need to rethink the way we package, consume or dispose of materials. Then, there is more than the individual can handle, as governance and market systems do not discourage or even miss-manage the handling of waste, if we think of chemical and nuclear waste for example.

Do we need to redirect our search to find sustainable alternatives, or question our culture of consumerism? The theme encourages manifold ideas and potential projects for engineers, students of life sciences, social sciences or business management. Not to forget the important perspective of vocational trainees in technical fields, with their hands-on approaches, as well as the professional with their work experience. The call for ideas is really looking for insights into your approaches to a waste-free future.

Innovation-driven education running in the EuroTeQ DNA

The ideas will then be then be clustered and turned into interesting, real-life projects the Collider teams can work on. While students can receive 5-6 ECTS credits, non-academic participants get the 'EuroTeQ Professional' certificate upon completion of the Collider. Of course, all contributors will strengthen their teamwork and problem solving skills and acquire intercultural and entrepreneurial competences that add to their professional profile.

Posing the same challenges in the EuroTeQ Colliders to academic and non-academic learners across the variety of European regions will give us a unique insight into the ideas and concerns of an entire generation. It is important that there is as much diversity as possible in each team so that everyone brings a different perspective and a real collision of ideas is possible. It is our aim that the projects bring about applicable solutions and create real-impact. The best project pitches will be presented in a major high-level event, the EuroTeQaThon.

You are curious to find our more and participate in the Call for Ideas and in the first EuroTeQ Collider? Please visit our website and engage right now! The call for Ideas is still open to end of October: www.euroteq.eu/collider.

6.2 Draft Text for Social Media

A few suggestions for a post on LinkedIn, Facebook etc. that can easily be combined and/or complemented by individual statements about each university's involvement. Please replace the examples:

Addressing Students: Journey through the EuroTeQ Collider: explore new forms of challenge-based project with your various teammates from different nationalities, backgrounds and ages, to imagine solutions for the future YOU desire. Experience more than 100 hours of innovation and creation accompanied by professionals, mentors and researchers, from giving your ideas to design the challenge to the pitch of your project at the European level.

Addressing Professionals: Enter the EuroTeQ Collider to work closely in an international team with professionals and students from different ages and background to design one solution for a better future. Experience more than 100 hours of innovation and creation accompanied by professionals, mentors and researchers, from giving your ideas to design the challenge to the pitch of your project at the European level.

Addressing Vocationals: Experience a new form challenge through the EuroTeQ Collider. Join a team made from university students and professionals from various nationalities, backgrounds and ages to imagine solutions for the future YOU desire. You will have an opportunity to work with professionals, mentors and researchers, from giving your ideas to design the challenge to the pitch of your project at the European level.

Visuals

1:1 Format for Instagram

Twitter handles
@EuroTechUA
@TUeindhoven
@TU_Muenchen
@DTUtweet
@Polytechnique
@TallinnTech
@CVUTPraha
@EUErasmusPlus

Hashtags
#EuroTeQ
#EuroTeQCollider
#TeQforEurope
#NextGenerationEU
#EuroTeQEngineering
#LifeLongLearning
#EUVocationalSkills
#EUSkillsAgenda
#EngineeringEducation
#EuroTeQaThon
#EngineeredbyEuroTeQ
#CoCreation

7. Deadlines, milestones and planning

DATE	DEADLINE/MILESTONE	ACTIVITIES
27 SEPT 2021	WP3 delivers texts for outreach	Update EuroTeQ website Update EuroTeQ pages on partner websites
11 OCT 2021	Start outreach call for ideas	Social media campaign EuroTeQ-wide Social media campaigns partners
31 OCT 2021	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 2021	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.
27 MAR 2022	Q4 registrations TU/e close. Collider outreach closes?	TBD
END OF Q4	Collider pitches (hybrid)	TBD
EARLY SUMMER 2022	EuroTeQaThon happens (3 days live event)	TBD. Live stream pitches. Audience can vote on best pitch?

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