

OpenEU

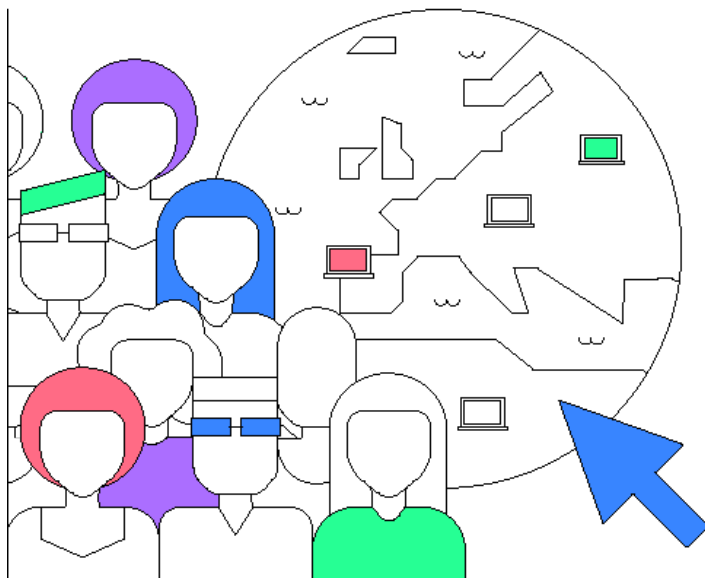
The Open
European
University

OpenEU Communication and Dissemination Plan

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EXECUTIVE SUMMARY



Co-funded by
the European Union

This project has received funding from the European Union
EUROPEAN EDUCATION AND CULTURE EXECUTIVE AGENCY —
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The Communication and Dissemination Plan of OpenEU outlines a comprehensive outreach strategy to maximize the impact of the Alliance's initiatives and to ensure that the key outputs of all work packages effectively reach a broad audience of relevant stakeholders. The Plan is critical in fostering awareness and engagement across various sectors in the public domain — academia, industry and business, governors and policymakers, citizens. Its implementation will enhance the visibility of OpenEU and will affirm its position in EHEA as the pan-European open, green, digital and inclusive university.

A second objective of the Plan is to provide a framework for the effective internal C&D activities of OpenEU by defining the coordination, interaction, and feedback mechanisms among its members, setting up the KPI's, the deadlines and the monitoring and improvement procedures. The Plan is aligned with the priorities of the OpenEU Mission, the main objectives of the other action plans of the Alliance, and the timeline of its activities up to December 2028. It aims at a sustainable and dynamic communication and dissemination strategy encompassing all relevant stakeholders.

The OpenEU European University Alliance systemically works to transform higher education by establishing a more inclusive, equitable, and digitally enabled higher education model. It comprises 27 academic and non-academic organizations and represents over 368,000 university students and approximately 24,000 staff members. Digital transformation, the climate emergency, democracy, and European values are at the core of OpenEU.

Some key activities in its agenda include:

- Developing a comprehensive catalogue of educational opportunities for people of all ages and locations, including bachelor's, master's, and lifelong learning programs, inter-



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institutional doctoral programs, and microcredentials offered jointly by its members.

- Expanding the opportunities for international learning experiences,
- Increasing the participation in higher education of traditionally underrepresented groups,
- Promoting European values, democracy, and the European way of life,
- Strengthening collaboration between research teams across institutions and enhancing ties with local communities, industry, and businesses,
- Advocating for public policies and systemic changes at national, European, and international levels to unlock the potential of digital learning,
- Supporting the digital transformation of higher education in Europe by integrating digital education into the curricula of on-campus universities.

The OpenEU C&D Plan ensures that these activities will be promoted and performed, their outcomes announced and made accessible to the public, while respecting the Communication and Visibility Rules of the European Union Funding Programmes 2021-27.

By strategically aligning the communication efforts with the structure, governance principles and the key expertise and strengths of the Alliance, this plan aims to create lasting awareness, encourage stakeholder engagement, and support the effective implementation of green, inclusive and equitable distance and open education policies and innovations at European, national and local level.

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