WP 6
Sustainability and Dissemination

Chair: Ludwig-Maximilians-Universität - LMU

European University Alliance for Global Health
LMU Kick off Meeting - Friday 29 November 2019
WP6 – Objectives/Activities

O6.1 Qualitative and smooth development

O6.2 Communication strategy aimed at worldwide promotion

O6.3 Outreach activities for local communities

O6.4 Innovative methods and tools to involve staff and students

O6.5 Monitoring and quality assurance of the WP

I  Communication and dissemination plan → A6.4

II  Sustainability strategy development → A6.1
   Support to EU project preparation → A 6.2

III  Involvement of staff and students in communications and sustainability strategies → A6.6

IV  Fundraising Strategy → A6.3
   Outreach activities → A.6.5

V  Monitoring and quality assurance of the WP → A6.7
WP6 – Activities I

A6.4 Communication and Dissemination plan

- Year 1: internal communication plan (foster mobility within alliance)
- Election of 3 ambassadors, communicate inside and outside

- Creation of an intranet for internal communication

  ➔ Coordinated Calendar

- Dissemination tools: logo, website, news briefs, social media, films, posters, flyers, report
- Organise events
- Film testimonials and channel videos
- Bi-annual newsletters, press releases, policy briefs
- New: Templates, flyers/postcards, E-Journal, templates for handbooks, collection of handbooks
- Conferences: EAIE, (NAFSA, APAIE) FAUBAI etc.

Connectivity: WP 1, O1.4
Dissemination best practices, A1.1. internal communication A1.6. Innovative tools (branding, intranet) WP 2, A 2.6 Dissemination of best outputs, communication; WP 3 A3.6 Dissemination Co-tutelle Handbook, WP 5, A5.6 Promote Communication of Actions of Campus life

Alliance contribution: Team of Communication officers of all alliance members – 10% of their time dedicated to alliance
WP6 – Activities II

A6.1 Sustainability strategy development
- sustainability strategy
- common guidelines and terms of reference
- business plan

- Regular meetings (video conference + physical meetings)

A6.2 Support to EU project preparation

- EU Training week - PhDs, researchers
- Support towards proposal writing
- Guidelines and procedures for common EU projects (Erasmus+, KA 103, KA 107, Erasmus Mundus JMD, KA 2 Capacity Building; Knowledge Alliances, KA 3 – 203 Strategic Partnership, Jean Monet Activities)

- Online Workshops (Year 1 planning, year 2 - 50, year 3 – 150)
WP6 – Activities III

A6.6 Involvement of staff and students in communication, dissemination and sustainability strategies

- Nomination of a famous scientific mentor for the fundraising projects – depending on scientific/academic topics of cooperation of the projects
- Identification of a student volunteer coordinator to foster student projects

- Organisation of crowdfunding contests between groups of students (inter-disciplinary approach and among students from the five campuses)
- Organisation of virtual workshops for students’ participation in communication and sustainability
- Fostering local debates on interculturality organised by students

Connectivity: Cooperation with WP leaders, WP 5

Alliance contribution: Team of communication officers of all alliance members
A6.5 Production of outreach activities for the Alliance communities and local populations

- Thematic scientific events (sharing scientific results, highlights, main breakthroughs with participation of renowned laureates from European programmes)

- Awareness-raising events, e.g. public conferences or debates (awareness about wellbeing, food, fake news relative to global health, etc.)

- Activities at/with schools (primary and secondary)

- Publications in local journals

- Campus/big infrastructure/lab visits

- Intercultural events led by students

- Alliance Days

Connectivity: Cooperation with WP leaders, WP 5

Alliance contribution: Team of Communication officers of all alliance members – + Science popularisation network of the alliance
A6.3 Fundraising strategy

- Fundraising campaigns
- Foster financial commitment of companies through corporate social responsibility by drafting an internal handbook
- Web page dedicated to fundraising
- Crowdfunding campaigns
- Fundraising events on campuses

- Depends on concrete thematic orientation of work packages
WP6 – Activities VI

A6.7 Monitoring and quality assurance of the WP

- Create lists of attendees after each event to monitor the number of participants, to identify interested parties

- Prepare satisfaction surveys after each event to receive positive/negative feedback from participants and organisers in order to improve efficiency of various events

- Monitor the number of interactions on social media

- Create a “queries box” to evaluate the understanding of the alliance’s activities

Connectivity: Cooperation with WP leaders and the overall project monitoring
WP6 – Next Steps

Appointment Project Manager LMU (ongoing) + Outreach officer (additional DAAD funding)

- Constituent meeting academic board (October) ✓
- Application additional funding DAAD (deadline October, 31st) ✓
- Constitution of the Communication Officers Team (video conferences) A6.4
- Create logo and web portal
- Set up Intranet (internal communication tools)
- Set up Sustainability committee
- Set up team of communications’ officers
- Nomination of ambassadors
Composition of the WP group: **25 members of all partnering universities** (+ internal and associated partner experts)

**WP leader:** Ludwig-Maximilians-Universität LMU

LMU

- LMU Project manager: N.N. (Appointment ongoing - start 15.01.2020); Outreach Officer (CIH)
- Academic leader: Speaker academic board: Prof. Katja Radon, members of the academic board
- Expertises and staff: Academic Board, Project Coordination at International Office;
  Involvement of: Communications and Media Relations, Research Funding, Research Development, Research Strategy, Research and Technology Transfer
- Student representative: tbd
- Small or big company representatives (associated partners): tbd
- Technology transfer representatives (associated partners): tbd

**Alliance participation:** Sustainability committee (5+5+5), Communications officers team (5 – 1 per partner), 3 ambassadors, famous scientific mentor
DAAD Topping up

Support internal organisation WP6:
- Outreach officer 3 years – FTE
- Material resources for web tools, EU project preparation training

Support WP 4, and WP 3:
- Organisation 3 EUGLOH Forums: Interdisciplinary, academic meetings on Global Health topics (mobility funding, organisational costs)

Support WP 3:
- EUGLOH PH-D Assistant 50% FTE: At LMU Graduate Center
- Mobility 1: Research Stays at Alliance Universities (Ph-D Candidates)
- Mobility 2: Travel Expenses and allowances for Supervisors of co-tutelle doctorates

Support Project organisation at LMU
- Finance Administrator 25% FTE
EUGLOH – LMU Internal organisation

Member Governing Board: President Prof. Huber
Academic leader: Prof. Dr. Francesca Biagini (Executive Board), Prof. Katja Radon, (Speaker Academic Board, Executive Board)
Academic Board (see presentation Prof. Radon)
Project manager: N.N. (Appointment ongoing - start 15.01.2020.), Dr. Stefan Lauterbach, Jean Schleiss – International Office (PMT)

Outreach Manager – N.N. Center for International Health – WP6 (PMT) – due to formal approval DAAD topping up

Associated Partner for EU Funding Training and Communication - due to formal approval DAAD topping up

Ph-D Assistant – N.N. Graduate Center – WP3 - due to formal approval DAAD topping up
Units involved: International Office, Communications and Media Relations, Research Funding, Research Development, Research Strategy, Research and Technology Transfer, LMU Career Service

Contact Persons (academic/admin) for WP1, WP2, WP 3, WP4, WP 5
Danke, Köszönöm, Tack, Merci, Obrigado