ECIU university

A9.3, O1: Project website in place and updated continuously

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Beneficiaries

- Aalborg University, Denmark
- Dublin City University, Ireland
- Kaunas University of Technology, Lithuania
- Linköping University, Sweden
- Tampereen Korkeakoulusäätiö sr, Finland
- Hamburg University of Technology, Germany
- Universidade de Aveiro, Portugal
- Universitat Autonoma de Barcelona, Spain
- University of Stavanger, Norway
- Universita degli Studi di Trento, Italy
- Institut National des Sciences Appliquées de Toulouse, France
- University of Twente, The Netherlands

Abstract

This document overviews the dissemination using the www.eciu.org website, namely the main target audiences, content structure, and objectives. The website is updated continuously and on demand of the ECIU University community based on the development of the activities, results and outputs of the ECIU University and the ECIU alliance as a whole. The website design follows the common visual identity - the Brandbook of the ECIU University.

Symbols, abbreviations and acronyms

AAU	Aalborg University, Denmark
DCU	Dublin City University, Ireland
EC	European Commission
ECIU	European Consortium of Innovative Universities
KTU	Kaunas University of Technology, Lithuania
LiU	Linköping University, Sweden
TAU	Tampereen Korkeakoulusäätiö sr, Finland
TUHH	Hamburg University of Technology, Germany
UA	Universidade de Aveiro, Portugal
UAB	Universitat Autonoma de Barcelona, Spain
UiS	University of Stavanger, Norway
UNITN	Universita degli Studi di Trento, Italy
UT	University of Twente, Netherlands

1   About the website

The main website for the dissemination of the ECIU University activities is eciu.org. This document overviews this website, in particular the main target audiences, its content, the structure and the objectives.

The eciu.org website contains information concerning:

- The ECIU University, as Erasmus+ European Universities Initiative and its developments;
- The ECIU, as the European Consortium of Innovative Universities, and its developments.

The eciu.org website is an integral part of the ECIU University communication and dissemination channels.

1.1   The eciu.org target audiences in relation to the ECIU University

Eciu.org is oriented to the main ECIU University target audiences as follows:

- learners https://www.eciu.org/for-learners/about;
- business and societal stakeholders https://www.eciu.org/for-business-society;
- university staff https://www.eciu.org/for-university-staff/about;
- researchers https://www.eciu.org/smart-er-for-researchers

The website attempts to keep a close perspective to the audience through the communication based on the direct communication, meaning "we are talking to you". At the same time, given the extensive scale of the ECIU University activities, content aims to be provided:
- as **simple and concrete as possible**;
- providing information that is **relevant and already there**. Future activities are updated continuously;
- the **links to other channels** are included in the content, e.g. links the challenge platform, to facilitate the access and the links to more detailed content.

1.2   The goals of dissemination in eciu.org

Given that the ECIU University as a project is a half-way of its development, the communication was mainly related to the following goals:

1. the website provides the latest **news and milestones** of the ECIU University developments, for example, https://www.eciu.org/news;
2. news articles are also tagged according to **the target audience** they address, for example: https://www.eciu.org/for-university-staff/about#news;
3. eciu.org features **general information and the most important parts of the ECIU University** to raise awareness, for example: https://www.eciu.org/about-eciu.

4. the website includes **content about the ways and benefits** to encourage target audiences to engage and take part in activities, for example: https://www.eciu.org/for-learners/about#take-part.

The engagement part is also enhanced by providing the link to the ECIU University Challenge Platform for further exploration and application of challenges (https://challenges.eciu.org/). The design of both websites follows the common visual identity - the Brandbook of the ECIU). The eciu.org is updated continuously and on the demand of the ECIU University community and the ECIU University project development.

2   Objectives

The eciu.org website serves as the main information source for the ECIU University target audiences and has the following main goals:

- to introduce the ECIU University to those who encounter it for the first time;
- to invite to take part in activities answering the questions of the potential participant "how I can participate and what is in it for me";
- to provide information about the latest the ECIU University developments, events and actions;
- to give information about the ECIU University, as Erasmus+ European University Initiative, and its deliverables.

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