

ENLIGHT Communication and Dissemination

Report June 2022 – ENLIGHT Erasmus+ pilot (mid-term report)

1. Prepare and implement the ENLIGHT dissemination strategy: Achievements during the first 18 months (Lead: UGent; participants: ALL)

‘ENLIGHT Proposal-SEP-210643715 - WP7 Dissemination and Communication’ aim:

As stated in the ‘ENLIGHT Proposal-SEP-210643715’, “the aim of WP7 Dissemination and Communication is to create a dissemination plan for communicating about the project results towards as many different target groups as possible, as well as for translating results to other settings. In connection with the communication management strategy, the Project Manager (supported by the Project Board and Executive Secretary) will prepare a branding and dissemination strategy to be approved by the ENLIGHT Governing Board. As an overarching objective, an active dissemination strategy should increase the participation of students, staff and citizens, and should convince the European public about the added value of European Universities, and of European values in general.”

Dissemination and Communication Strategy (‘D&C Strategy’)

With respect to the ‘ENLIGHT Proposal-SEP-210643715’ taken engagements, the ‘ENLIGHT Dissemination and Communication Strategy’ (deliverables WP7-D7.11 & WP7-7.1 / ‘D&C Strategy’) version 1.0 that includes the ‘Digital Marketing Strategy’ was written on May 23, 2021, submitted for partners review and updated to a version 1.1 with input by the latter on July 2, 2021, approved by the ENLIGHT Directors Meeting and uploaded to the EC portal on July 8, 2021.

The ENLIGHT ‘D&C Strategy’ is an active document that delivers the 3 phase dissemination and communication strategy, the key and supporting key messages, the visionary image, the mission, the target groups, the implementation and its management, schedule, vehicles (visual identity with and without institutional partners, alliance videos, website, newsletter, social media accounts, press release and information campaign, infopackage communication materials including partner institutional webpages in national languages and strategic D&C events), Key Performance Indicators (KPIs) monitors & reports, and requirements (open-access rules, GDPR requirements and acknowledgement of European Union & Erasmus+ Programme Funding).

As the ENLIGHT alliance progresses, the ‘D&C Strategy’ active document is updated when needed or whenever additional key information becomes available (a version 2.0 is under review to update the information released in the 1.1 version and integrate new information such as the ‘ENLIGHT Brand Book and Graphic Chart’, the Instagram account, the Student Network communication vehicles and the Research & Innovation - RISE - communication and dissemination elements that have been developed at a later stage during the first 18 months). Updates equally provide progress and additional details for upcoming planned activities.

The ‘D&C Strategy’ respects and details the main principles of dissemination and communication as set out in the European Commission definitions. Indeed, the alliance has defined rules for dissemination and those are set forth in the Grant Agreement and with special rules set in the ENLIGHT Consortium Agreement. ENLIGHT views Open Educational, Open Science and Citizen Science resources as key enablers to promote the European Green Deal. All ENLIGHT partners are supportive of and have invested in Open Educational, Open Science and Citizen Science approaches (including Open Source, Open Access to publications, data management and sharing, more transparent peer review, public involvement in academic research, etc.).

Exceptions may occur, where due to GDPR, data-protection or other legal issues certain information must remain confidential. The ENLIGHT alliance follows the Regulation (EU) 2016/679 (General Data Protection Regulation - version of the OJ L 119, 04.05.2016). All ENLIGHT alliance partners are required to respect their Open Educational, Open Science and Citizen Science approaches, the European Data Protection Regulation and the acknowledgement of European Union & Erasmus+ programme funding in the context of the ENLIGHT activities.

Time-related Three Phase ‘D&C Strategy’

Within ENLIGHT, three phases have been identified during the pilot period with related dissemination and communication strategies:

- **Phase 1 - building awareness and understanding** (Initial communication phase of the pilot period): During the initial phase of the pilot period, the ‘D&C Strategy’ focused on ‘communication’ support around the alliance. The strategy activities were planned with the goal of raising awareness and understanding of ENLIGHT’s vision & mission and stimulating participation in initiated activities and organised events activities.
- **Phase 2 - establishing collaborations, stimulating take-up of results, transferring know-how** (Mid communication and dissemination phase of the pilot period): During the second phase of the pilot period (started recently), when preliminary results start becoming available, the ‘D&C Strategy’ will focus on ‘dissemination’ support by providing information about ENLIGHT outcomes and results (WP deliverables), good practices & success stories, and transferring know-how. The strategy will be adapted, refocused if needed and expanded to EC, EEA, EUI & HE-targeted events where preliminary outcomes and results can be promoted. The ‘D&C Strategy’ will stimulate the demand of new innovative solutions being developed within the ENLIGHT alliance and initiate collaboration with related environments, equally ENLIGHT flagship area environments. ‘Communication’ support will be continuous.

- Phase 3 - consolidate relationships, support exploitation of results, set stage for future work** (Final exploitation phase of the pilot period): Finally, in the last phase of the pilot period, the 'D&C Strategy' will focus on supporting 'exploitation' of alliance outcomes and results by extending impact and contributing to local, regional, national & European policies in EC, EEA, EUI & HE domains, equally ENLIGHT flagship area domains, by consolidating relationships between the alliance and specific target audiences (students, learners & academic staff, companies & business incubators, governments & policy makers, civil society actors) and by introducing of the next phases of the alliance

'D&C Strategy' Target Groups

Target group engagement is key to the success of any dissemination and communication initiative, and target group identification, done to define and address the latter according to their interests, needs and drivers, is the first and foremost important task in effective engagement.

The target groups for ENLIGHT alliance dissemination and communication have been grouped into five different categories, namely the ENLIGHT Community (internal), Civil Society Actors & General Public (external), Public Bodies (external), Private Sector (external), and Policy Makers (external):



TARGET GROUPS	LEVELS	SUBGROUPS
ENLIGHT Community	Internal to ENLIGHT & 9 partner institutions	<ul style="list-style-type: none"> Students Teachers - Academia Researchers Administrative Staff
Civil Society Actors & General Public	External at Local, Regional, National, European, Global	<ul style="list-style-type: none"> Learners Individual Citizens Citizen Organisations Other Education Experts- Practitioners Non-profit Association Sector NGOs Foundations & Charities Other Operators (5 flagship areas)
Public Bodies	External at Local, Regional, National, European, Global	<ul style="list-style-type: none"> Cities & Municipalities Regional Authorities National Authorities European Commission Authorities Public Funding Operators Other EUIs (‘FORBU’, ‘FORBL2’) Other HE Public Operators Other Public Operators
Private Sector	External at Local, Regional, National, European, Global	<ul style="list-style-type: none"> Industries & Companies Technology Developers Business Incubators Private Funding Operators Press & Mass Media Other Professionals
Policy Makers	External at Local, Regional, National, European, Global	<ul style="list-style-type: none"> HE & Academia Planning Operators Research Planning Operators Other Planning Operators (5 flagship areas) Permitting Bodies Regulators Standardisation Bodies

During phase 1, in order to secure success in creating awareness and engaging audience in understanding and using ENLIGHT outcomes and results, the focus of the alliance's dissemination and communication efforts were aimed at all ENLIGHT target groups:

Target Groups	ENLIGHT Community	General Public	Public Bodies	Private Sector	Policy Makers
Impl. Vehicle					
Corporate video	✓	✓	✓	✓	✓
Project website	✓	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓	✓
Social media – Twitter	✓	✓	✓	✓	✓
Social media - LinkedIn	✓	✓	✓	✓	✓
Social media – YouTube	✓	✓	✓	✓	✓
Press Media		✓	✓	✓	✓
Communication events	✓	✓	✓	✓	✓
WP events	✓	✓	✓	✓	✓

'D&C Strategy' Implementation

The 'Communication Coordination Team' (CCT) is in charge of the design and implement dissemination and communication actions around the ENLIGHT visual identity and news. The latter meets weekly and is the editorial team for the website, newsletter and social media accounts & channel. All alliance partners are contributors. Regarding ENLIGHT event organisation, communication events are managed by the CCT and activity events are managed by the concerned WP leads but the CCT is at disposal to help ask the right questions: 'why, what, to whom, how, and when'.

'D&C Strategy' Implementation

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The main tasks of the CCT are:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.);
- Providing relevant information and documentation to update and enrich the alliance website;
- Posting news and alliance outcomes and results in social media;
- Managing press releases and information campaigns at European and global levels;
- Presenting the alliance at relevant national and international conferences, workshops and other events;
- Supporting the promotion and organisation of ENLIGHT events, in particular engaging key stakeholders to act as multipliers and to motivate participants;
- Updating the alliance management tool (e.g. SharePoint) with all relevant dissemination activities and opportunities;
- Monitoring and reporting all communication, dissemination and exploitation KPIs;
- Updating the D&C Strategy.

2. Use of different media and information packages tailored to specific target groups: Achievements during the first 18 months (Lead: UBx; participants: ALL)

'ENLIGHT Proposal-SEP-210643715' taken engagements:

As stated in the 'ENLIGHT Proposal-SEP-210643715', "ENLIGHT will use different media and information packages tailored to the interests and needs of specific target groups. To reach these target groups, ENLIGHT will use/develop different media: ENLIGHT website, newsletter and social media. The ENLIGHT website will serve as the central medium for dissemination, and offer relevant tailor-made content and resources to all target groups. In connection with the website, a monthly newsletter (managed in compliance with GDPR regulations) will inform internal and external stakeholders about relevant resources, news and events. The connection of the ENLIGHT website with social media will be achieved via a digital marketing strategy. The impact of communication through social media (followers, likes, retweets, etc.) will be monitored and assessed. Information packages will be available in the 11 languages of ENLIGHT in order to increase awareness among prospective students, parents and citizens connected to our ENLIGHT communities. Further ENLIGHT will use the digital publication platforms of its institutional networks (see 7.1.3) as well as the Erasmus+ Project Results Platform to highlight ENLIGHT outputs, good practices and success stories".

ENLIGHT Website

ENLIGHT Website – Overview

Created on Feb. 17, 2020, the ENLIGHT public alliance website, hosted on UGent server, is managed through the 'Joomla!®' 3.9 software which is a website content management system (CMS) for publishing web content, is regularly updated (quarterly updates on average), and is located at <https://enlight-eu.org>





The website, managed in compliance with GDPR regulations, represents the **central medium and channel for dissemination and communication**, and offers relevant tailor-made content and resources to all ENLIGHT TGs. As a primary communication tool, the website address features in all alliance's communication material.

ENLIGHT website structure covers general information on the alliance, headings/categories webpages dedicated target groups (e.g. 'For Students', 'For Educators', 'Research and Innovation', 'Cities and Communities'), communication materials such as the embedded ENLIGHT corporate video or downloadable fact sheets in national languages tailored to different target groups and shares 'contact' information. In addition, the ENLIGHT website contains a 'calendar to communicate on 'open-to-public' relevant ENLIGHT events and registration.

ENLIGHT Website Map						
Main Category	About Us	For Students	For Educators	Research & Innovation	Cities & Communities	Contact
Sub Categories	About ENLIGHT	About	Teaching and Learning Conference & Awards	Research & Innovation	Regional Academies	Institutional Contacts
	Members	ENLIGHT Courses	Teaching and Learning Resources		European Dialogues	Erasmus+ Coordinators
	Associated Partners	Doctors Network			Global Dialogues	Partner Search
	Mission	Student Network			Community Challenges	Student Network
	Flagship Domains					Cluster Contacts
	Actions					Privacy
	News & Events					Find your ENLIGHT peers
	Calendar					
	Funding					

In addition, four major tools were developed in the ENLIGHT CMS:

- **ENLIGHT courses**: a 'courses' database tool dedicated to the student target group in order to promote the courses developed in the Think Tank Core Groups (TT CG) & the Global Engagement Module (GEM) and share information on the course content, learning outcomes, programme, assessment, lecturers, practical details, 'how to apply' and 'whom to contact' (not systematically the same submission process for each course e.g. [ENLIVE](#) versus [GEM](#)). At present, the main challenge is that the courses database is not automatically linked to the dashboard updates or to the 'ENLIGHT interconnected course catalogue' and each course has to be manually integrated (same as for the 'Community Challenges' tool).
- **Community Challenges tool**: a 'challenge' database tool that includes projects (education, research, studies, projects that include civil society awareness, etc.) that originate from the 9 ENLIGHT Regional Academies and are linked to the European Dialogues annual theme with respect to the 5 ENLIGHT flagship domains (#Climate Change; #Energy & Circular Economy; #Health & Well-being; #Digitalisation; #Equity). The ENLIGHT European Dialogues uses the "AIMday" (Academic Industry Meeting day) tool to connect universities with external partners. The European Dialogue-AIMday outcomes shall result in ideas for integrating community challenges into education units and in ideas for using community challenges as a basis to develop research projects. As indicated, the results are to be transferred to 'responsible units' within ENLIGHT (E+ and/or RISE) for follow up, development of courses (E+: TT CGs) and development of research projects (RISE: CGs + R&I SG + R&I Observatory + European Innovation District) depending on their state of progress.
- **Partner Search tool**: (project submission space - education, research and/or event - and specific partner search linked to the submitted project) tool built to offer a space for the 3rd tier projects (linked to the [cluster contacts](#)) in order for ENLIGHT to be accessible to all including subjects that can difficultly be linked to at least one of the 5 ENLIGHT flagship domains. At present, the main challenge is to develop a clear selection process (even though for projects to be published they have to respond to the 'D&C Strategy' publishing criterion – 'contain a certain offer towards the other alliance partners: a specific call for participation addressed to the ENLIGHT alliance partners - not open to unilateral initiatives; waiving of fees for the ENLIGHT community - e.g. students, teachers, researchers, administrative staff and learners; a free scholarship for the ENLIGHT students and learners; etc.'). and moreover a follow-up process in order to be able to know if or not the published projects found other ENLIGHT partners and were developed.
- **Find your ENLIGHT peers**: (contact page to easy access links) the main objective of this webpage is to help teachers-researchers find relevant information for every ENLIGHT partner with regard to the study programmes offered and the research carried out at each institution. The links direct the target group towards English written partner institutional webpages. This page equally offers the target group to reach out to the [institutional ENLIGHT-contact](#) (generic mails) of their institution or to submit their project through the 'Partner Search' tool.

Other alliance communication vehicles and materials (newsletter, social media accounts and channel, fact sheets, etc.) refer to the ENLIGHT website to ensure that the public visits the latter on regular basis and gets used to it as a concise and trustworthy source of information on various ENLIGHT events and activity outcomes and results. Conversely, the ENLIGHT website incorporates the newsletter, social media links from ENLIGHT's accounts and channel, to help boost visibility of those communication means, accounts and channel through the website.

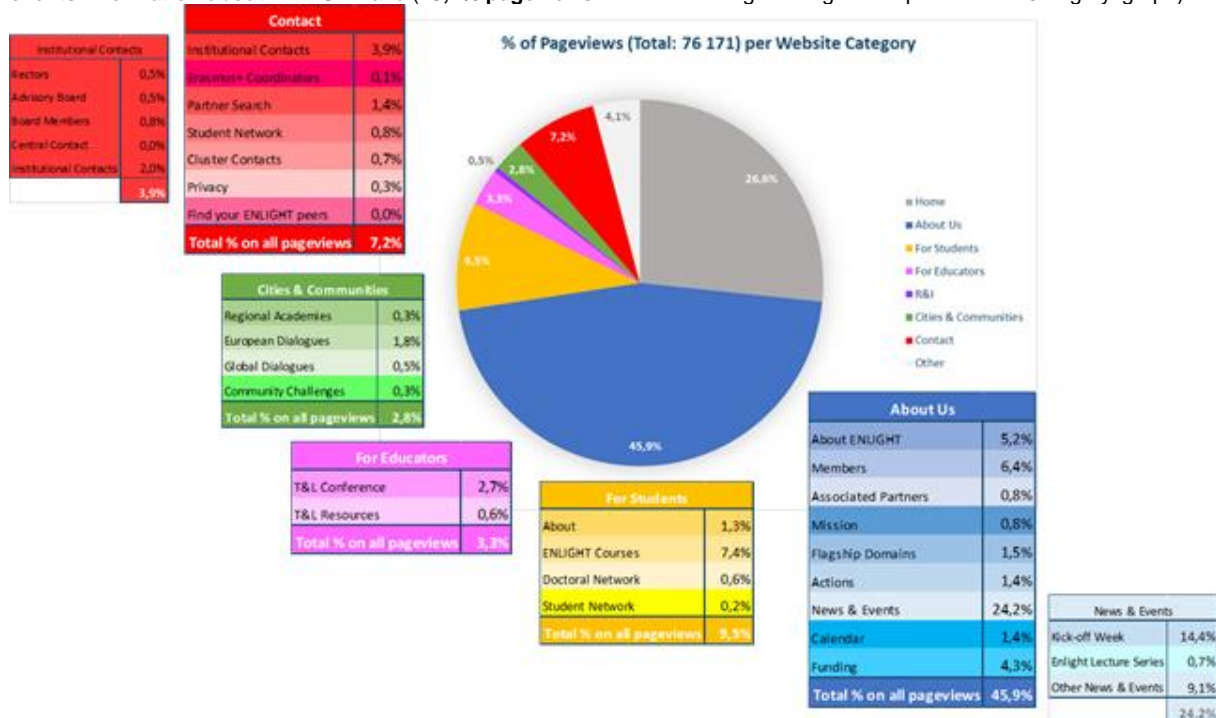
ENLIGHT Website – Monitoring and Reporting KPIs

All ENLIGHT website KPI data, provided by Google Analytics, is monitored and studied by the CCT. In order to realise a full analysis of the first 18 months, data was collected from Nov. 1, 2020 to May 20, 2022.

During this period, the ENLIGHT website has attracted **22 468 users** (of which 84% of first-time visitors) who have viewed **76 171 pages** during 33 788 sessions. **75,3% of the users** mainly accessed the ENLIGHT website through '**Direct**' search ('Direct' traffic is defined as website visits that occurred as a result of a user typing the URL directly into their browser) or '**Organic Search**' (this group corresponds to traffic that comes from natural results from search engines recognized by Google such as Google, Bing, Yahoo, etc.). 20,4% accessed through referral sites of which the partner institutional ENLIGHT webpages.

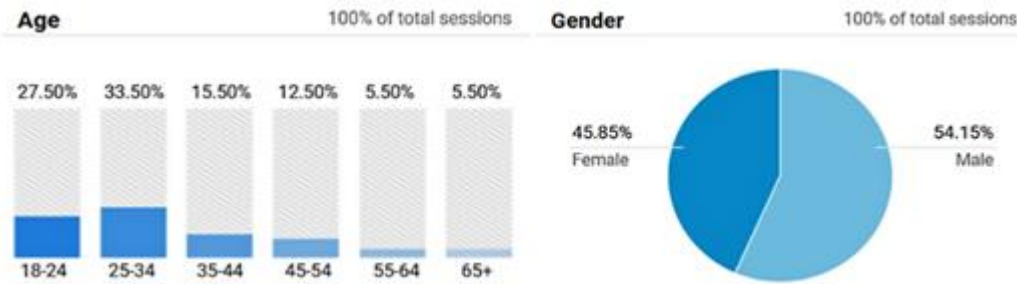


In general, the ENLIGHT users dedicated a major part of their sessions to **acquire general knowledge, contact and news and events information about ENLIGHT** and (79,7% pageviews - see 'Percentage of Pageviews per Website Category' graph).



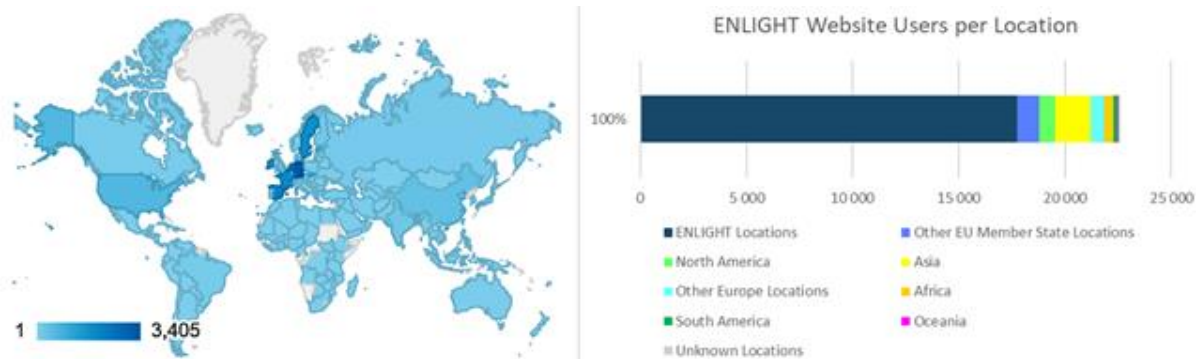
The 'All Web Site Data' graph equally indicates that the highest periods during which the users have searched for general information on ENLIGHT happened during major strategic 'D&C' events such as the 'Kick-off Week' (March 1-5, 2021) but equally upon newsletter publication and distribution (2nd edition in May 2021 and 3rd edition in July 2021).

With regard to demographics, **61% of the users are aged between 18 and 33 years old**, which allows suggesting that, the majority of users accessing the ENLIGHT website are part of the student target group. ENLIGHT website user **gender** is **approximately equal** with a majority of male users.

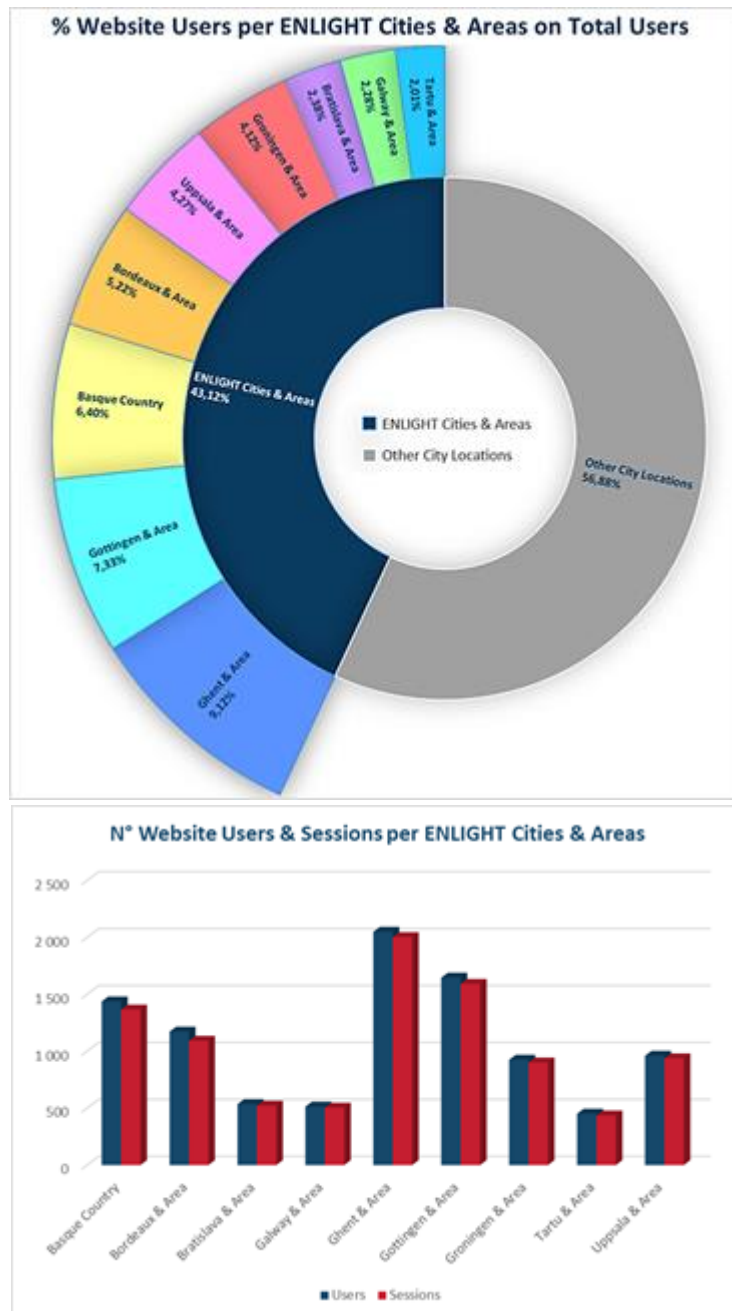


Finally, in total the ENLIGHT website has been visited by **at least 1 user in 156 countries worldwide**. From Nov. 1, 2020 to May 20, 2022, on the 22 468 users:

- **78,47% of the total users** viewed the ENLIGHT website from **locations in ENLIGHT EU member state countries**;
- 7,34% of the total users viewed the ENLIGHT website from locations in Asia;
- 4,60% of the total users viewed the ENLIGHT website from locations in other EU member state countries;
- 3,48% of the total users viewed the ENLIGHT website from locations in North America;
- 2,87% of the total users viewed the ENLIGHT website from locations in other countries in the European continent;
- 1,82% of the total users viewed the ENLIGHT website from locations in Africa;
- 1,42% of the total users viewed the ENLIGHT website from locations in South America, Oceania and other undetermined locations.



In the 'ENLIGHT Website Users per Location' graph, the 'ENLIGHT locations' are the ENLIGHT EU member state countries but when observing in detail, **43% of the users** (9 688 of the 22 468 total users) **have more specifically connected from the ENLIGHT cities & areas for 28% of the sessions** (14 885 of the total 33 788 sessions) distributed as follows:



ENLIGHT Newsletter

ENLIGHT Newsletter – Overview

The ENLIGHT newsletter is built-in app on the Joomla! CMS software. It comprises images and teaser texts linked to the articles published on the website, hence a digest of the most important news items of the website. The newsletter therefore respects the same selection criterion for publishing news and articles as the website. It is sent out by email to subscribers through the institutional generic ENLIGHT emails (e.g. “enlight@institutionalname.country”) for the ENLIGHT community subscribers and directly through the website for the external subscribers to attract attention to the website and present the main info on a regular basis (every 3 months) to the target groups.

The newsletter is managed in compliance with the GDPR requirements. Therefore, the interested audience may subscribe exclusively through the ENLIGHT website at: <https://enlight-eu.org/index.php/university-about-us/about-enlight/newsletter>

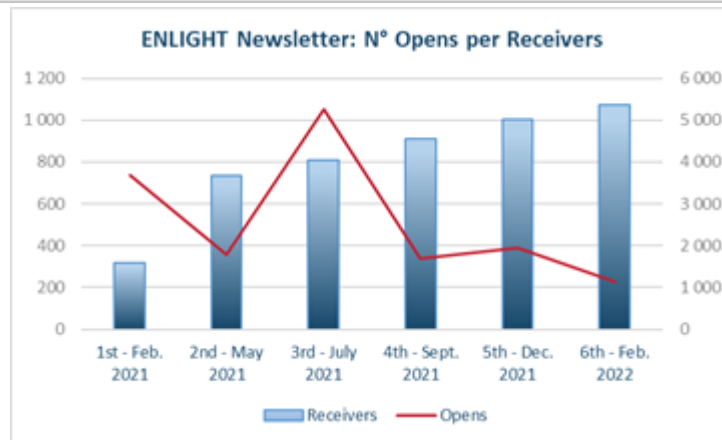
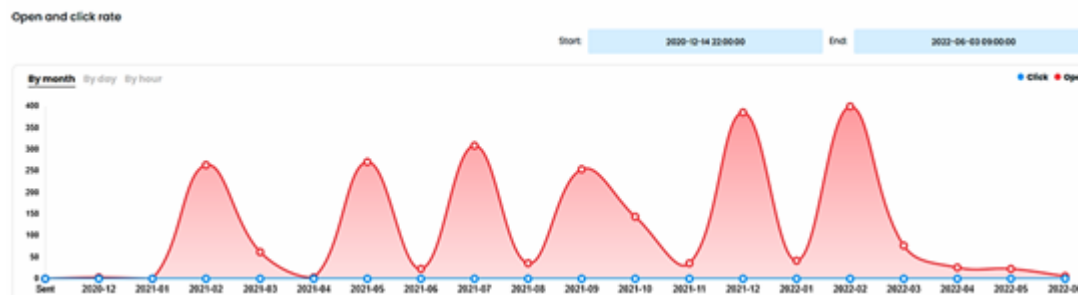
ENLIGHT Newsletter – Monitoring and Reporting KPIs

All ENLIGHT newsletter KPI data, provided by AcyMailing (built-in app on the Joomla! CMS), is equally monitored and studied by the CCT.

From Nov. 1, 2020 to May 20, 2022, **6 ENLIGHT newsletters** were edited and published approximately **every 3 months** (Feb. 2021, May 2021, July 2021, Sept. 2021, Dec. 2021 and Feb. 2022). The **6th edition** was **sent to 1 075 subscribers**. On May 20, 2022, the **ENLIGHT newsletter has 1 201 subscribers**. The 6 newsletter editions have been **opened 15 511 times**.

AcyMailing > Emails

Campaigns	Lists	Status	Open
<input type="checkbox"/> ENLIGHT Newsletter February 2022 Sending date : Feb. 23, 2022	●	Sent : 1075 Recipients	43.16%
<input type="checkbox"/> ENLIGHT Newsletter December 2021 Sending date : Dec. 14, 2021	●	Sent : 1002 Recipients	44.31%
<input type="checkbox"/> ENLIGHT Newsletter September 2021 Sending date : Sep. 30, 2021	●	Sent : 911 Recipients	44.24%
<input type="checkbox"/> ENLIGHT Newsletter July 2021 Sending date : Jul. 6, 2021	●	Sent : 811 Recipients	44.39%
<input type="checkbox"/> ENLIGHT Newsletter May 2021 Sending date : May. 12, 2021	●	Sent : 733 Recipients	43.25%
<input type="checkbox"/> ENLIGHT Newsletter February 2021 Sending date : Feb. 11, 2021	●	Sent : 318 Recipients	53.77%



ENLIGHT Social Media Landscape & Accounts

Social media have gained increasing popularity these past 10 years and therefore it is another important dissemination channel. The ENLIGHT alliance believes this is a powerful awareness-raising communication tool aimed towards the general public, and the presence of the alliance on major social networking platforms has been established from the early stages of the alliance. The purpose of social media is to proactively promote the alliance and its outcomes and results permitting a two-way exchange.

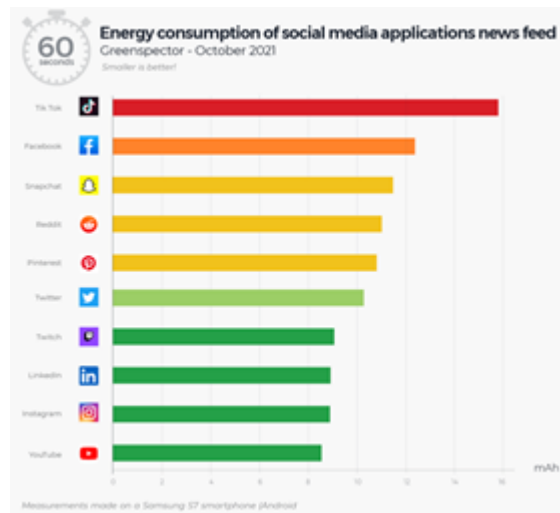
ENLIGHT uses **Twitter** (account created on Apr. 1, 2020), as leading forum for immediate and short dissemination on information and events, connecting and branding, **LinkedIn** (account created on Nov. 1, 2020), as leading professional B2B platform for networking, conversation, developing an ENLIGHT community 'sense of belonging' and international outreach (given that only 25% of LinkedIn's users are located in the US, the platform has a massive international reach) and **YouTube** (channel created on Feb.8, 2021) for live-streaming and video content (In 3 different surveys carried out in the U.S. and reported by higheredexperts.com, YouTube was identified by 'Generation Alpha' high school students, together with Instagram and Snapchat, as best channel to learn about college for prospective students).

As ENLIGHT has entered the 'D&C Strategy' phase 2, an **Instagram** account was recently created on Feb. 9, 2022 in order to disseminate to the student target group on the ENLIGHT courses offer and equally on the '2022 European Dialogue' event. Indeed, 'Generation Z' and 'Millennials' groups make up two-thirds of Instagram's base (According to Rival IQ, in 2022, not only does Instagram have the highest organic reach of all social media platforms but it equally has the highest organic engagement rate, at

1.16% compared to 0.27% on Facebook and 0.07% on Twitter. In addition, 'Higher Education' has the highest industry engagement rates on Instagram).

With regard to 'Facebook', the latter is not an ENLIGHT chosen social media for reasons such as non-GDPR respect (as mentioned in the terms and conditions of Facebook's agreement, the latter owns all the data that its users generate on its website), high energy consumption, low organic engagement rates and declining professional market (the all-industry Facebook median has strongly declined these past 2 years but even more so regarding 'Higher Education').

Finally, with respect to the 'ENLIGHT Sustainability Engagement' signed by the 9 ENLIGHT rectors and presidents on 3 December 2021, the 4 social media platforms chosen by ENLIGHT have the lowest energy consumption estimations according to 'Green Spector'.

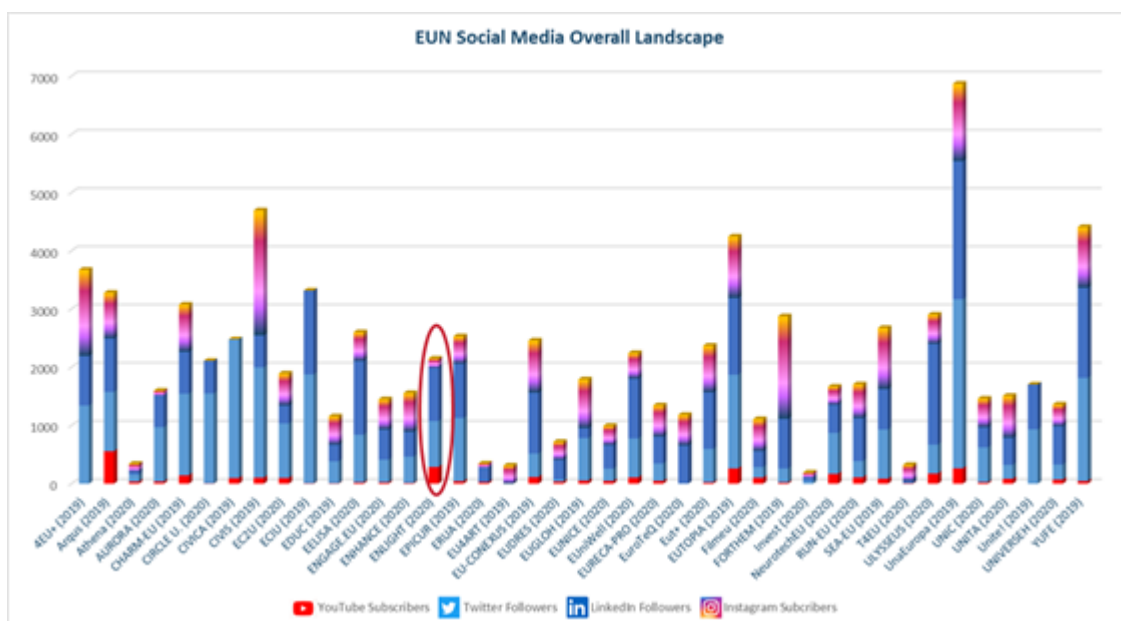


The ENLIGHT Student Network has independently developed their own social media accounts: Facebook, Instagram and Twitter.

European University Networks (EUN) Initiative Landscape

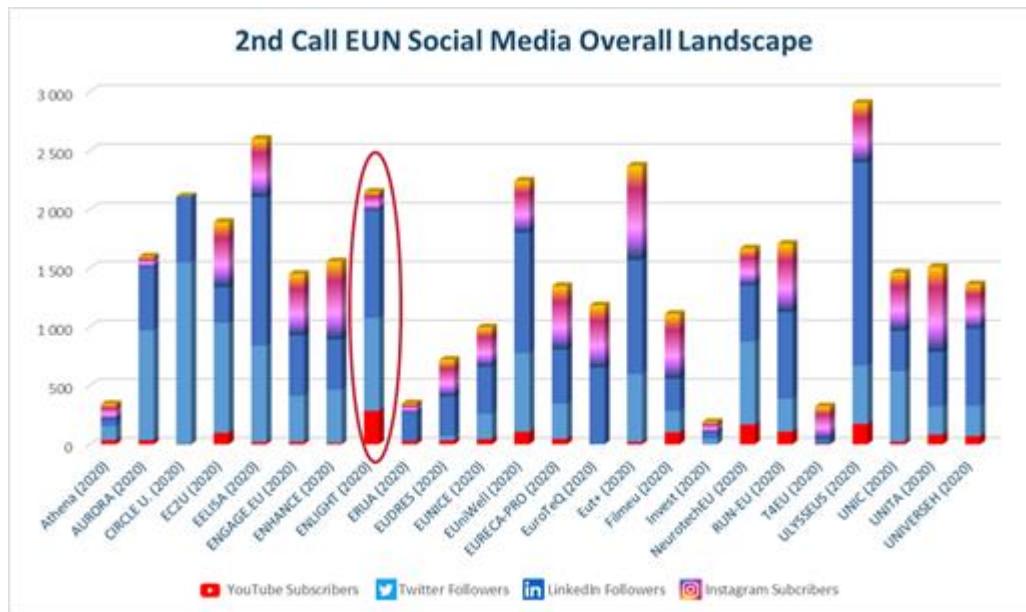
Regarding the overall social media EUN landscape in terms of total subscribers and followers, **ENLIGHT holds the 18th position on 41 EUNs** with:

- 2nd EUN with the highest number of YouTube subscribers on 41 EUNs;
- 17th EUN with the highest number of Twitter followers on 41 EUNs;
- 12th EUN with the highest number of LinkedIn followers on 41 EUNs;
- 33rd EUN with the highest number of Instagram subscribers on 41 EUNs (creation date is recent – Feb. 9, 2022).



When analysing the 2nd call EUN (2020) landscape (see '2nd call EUN Social Media Overall Landscape' graph), **ENLIGHT** holds the **5th position** (behind ULYSSEUS, EELISA, Eut+ and EUniWell), on the overall social media landscape in number of subscribers and followers with:

- 1st 2020 EUN with the highest number of YouTube Subscribers on 24 EUNs;
- 5th 2020 EUN with the highest number of Twitter followers on 24 EUNs;
- 5th 2020 EUN with the highest number of LinkedIn followers on 24 EUNs;
- 19th 2020 EUN with the highest number Instagram subscribers on 24 EUNs (creation date is recent – Feb. 9, 2022).



ENLIGHT Social Media – YouTube Channel

According to digital 2022 global overview reports such as published by [Statista](#), [DataReportal- Hootsuite – We are Social](#), [Rival IQ](#), [SproutSocial](#), YouTube 2022 demographics and usage data are:

- Number of monthly active users: [2+ billion](#)
- Largest age group: [15-35 \(highest reach\)](#)
- Gender: [46% female, 54% male](#) (no data on other genders)
- Time spent per session: [~30 minutes](#)

YouTube's popularity among younger users highlights the ongoing, long-term shift toward video content. YouTube's 2022 revenue growth (YouTube's ad revenue increased 43% YoY) signals not only the platform's influence as a social network but also as a go-to streaming service. Given that 62% of YouTube's users log into the platform daily, the platform has no problems with engagement and retention.

Within ENLIGHT, the ENLIGHT YouTube channel serves as an **audio-visual repository for ENLIGHT videos** and other AV materials but equally for **live-streaming in open online format for internal and external viewers** in the setting of conferences, workshops and meetings.

ENLIGHT's YouTube channel is available at:

- Channel URL: <https://www.youtube.com/channel/UCAs4YULyi8ZqXsrDIGLq5Rw>
- Custom URL: <https://www.youtube.com/c/ENLIGHTEU>

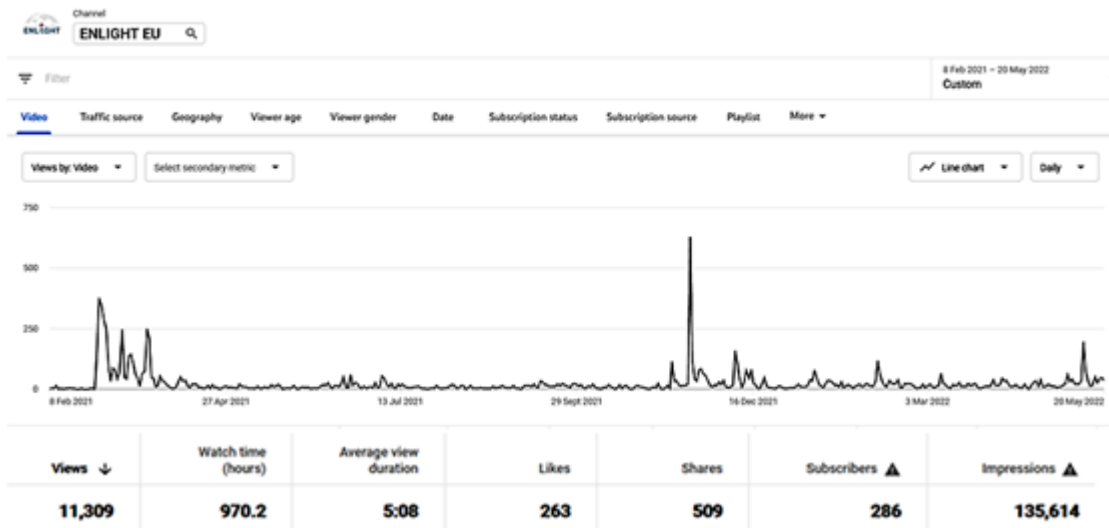
The channel is managed in compliance with GDPR regulations and is in line with other platforms, used and embedded if necessary, in the website's homepage and news content page.

Videos and playlists on ENLIGHT (e.g. Discover ENLIGHT, Students' Perspectives), ENLIGHT events (e.g. Kick-off Week, Teaching & Learning Conferences, European Dialogues, Global Dialogues, Lecture Series, Impact Assessment Conference, DemoDays per partner location), ENLIGHT activities, ENLIGHT members' presentations at conferences/events (invited talks), interviews, tutorials, etc. are published on the channel either uploaded as ENLIGHT content or linked from other channels (e.g. EC, EUI, etc.). The ENLIGHT corporate video uploaded to the YouTube channel is one of the major communication promotional materials. It is embedded through the YouTube channel in the ENLIGHT website and uploaded to the LinkedIn account. ENLIGHT may also link to other available ENLIGHT related video content respecting its usage terms.



All ENLIGHT YouTube channel KPI data, provided by YouTube Analytics, is monitored and studied by the CCT. From Feb.8, 2021 (creation date) to May 20, 2022, the **63 ENLIGHT YouTube channel videos were viewed 11 309 times total, shared 509 times and collected 263 likes**. The YouTube channel already has **286 subscribers**.

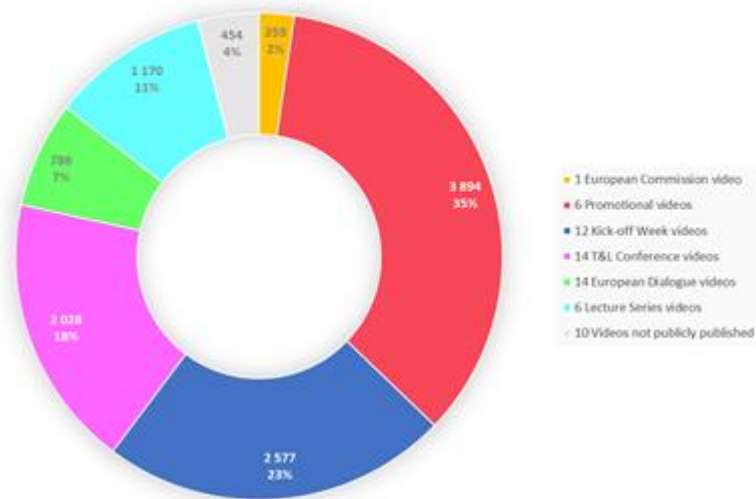
In the selected period, your channel got 11,309 views



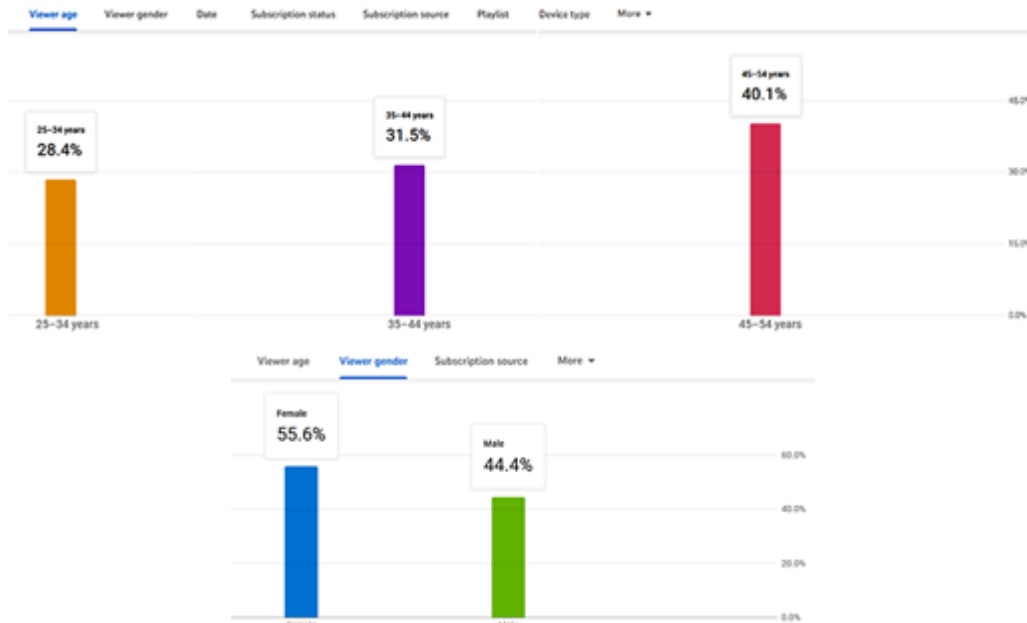
In general, the ENLIGHT YouTube views were in majority (60%) dedicated to discover the European Universities Initiative (1 European Commission video) and acquire general knowledge on ENLIGHT (6 promotional and 12 Kick-off Week videos) (see 'Views per ENLIGHT Video Type' graph).

The 'ENLIGHT EU Channel' graph equally indicates that the highest viewing periods happened during and around 3 major 'D&C' strategic live-streamed events: 'Kick-off Week' (March 1-5, 2021), 'ENLIGHT Teaching and Learning Conference & Awards Ceremony' (November 18-19, 2021) and 'ENLIGHT European Dialogues on Sustainable Urban Development' (May 11-12, 2022).

Views per ENLIGHT Video Type
(from creation date on February 8, 2021 to May 20, 2022)

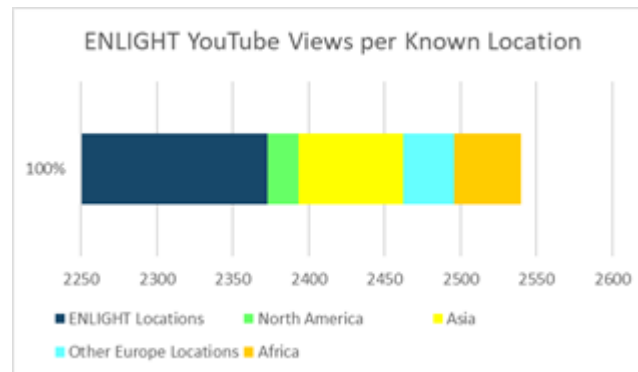


With regard to demographics, **59,9% of the viewers are aged between 25 and 44 years old** and **40,1% of the viewers are aged between 45 and 54 years old**, which allows suggesting that the ENLIGHT videos have obtained a large public and potentially a lifelong learning public. ENLIGHT YouTube viewers **gender is approximately equal** but with a majority of female viewers.



From Feb.8, 2021 (creation date) to May 20, 2022, on a sample of 2 540 views (limited by YouTube Analytics):

- **93,43% of the viewers connected** to the ENLIGHT YouTube channel from **locations in ENLIGHT EU member state countries**;
- 2,72% of the viewers connected to the ENLIGHT YouTube channel from locations in Asia;
- 1,73% of the viewers connected to the ENLIGHT YouTube channel from locations in Africa;
- 1,34% of the viewers connected to the ENLIGHT YouTube channel from locations in other countries in the European continent;
- 0,79% of the viewers connected to the ENLIGHT YouTube channel from locations in North America.



ENLIGHT Social Media – Twitter Account

According to digital 2022 global overview reports such as published by [Statista](#), [DataReportal- Hootsuite – We are Social](#), [Rival IQ](#), [SproutSocial](#), Twitter 2022 demographics and usage data are:

- Number of daily active users: [211 million](#) (up from 187 million)
- Largest age group: [18-29 \(42%\)](#)
- Gender: [38.4% female, 61.6% male](#) (no data on other genders)
- Time spent per day: [31 minutes](#)

Twitter's usage and growth have remained consistent year-to-year. Despite recent growth (up from 187 million users in 2021), research predicts that Twitter may lose about a million users to other platforms over the next five years. One-third of Twitter users are college-educated and make more than \$75K annually, highlighting the platform's highly educated and high-earning base. Twitter's status as a place to discuss events and gather breaking news make it a prime place to share content.

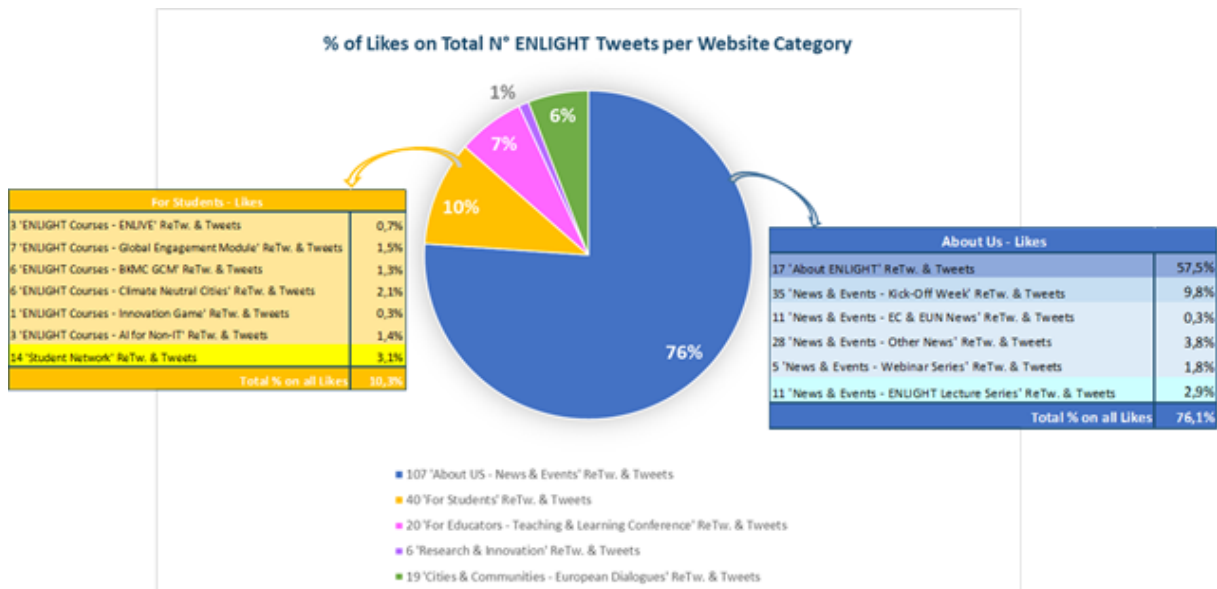
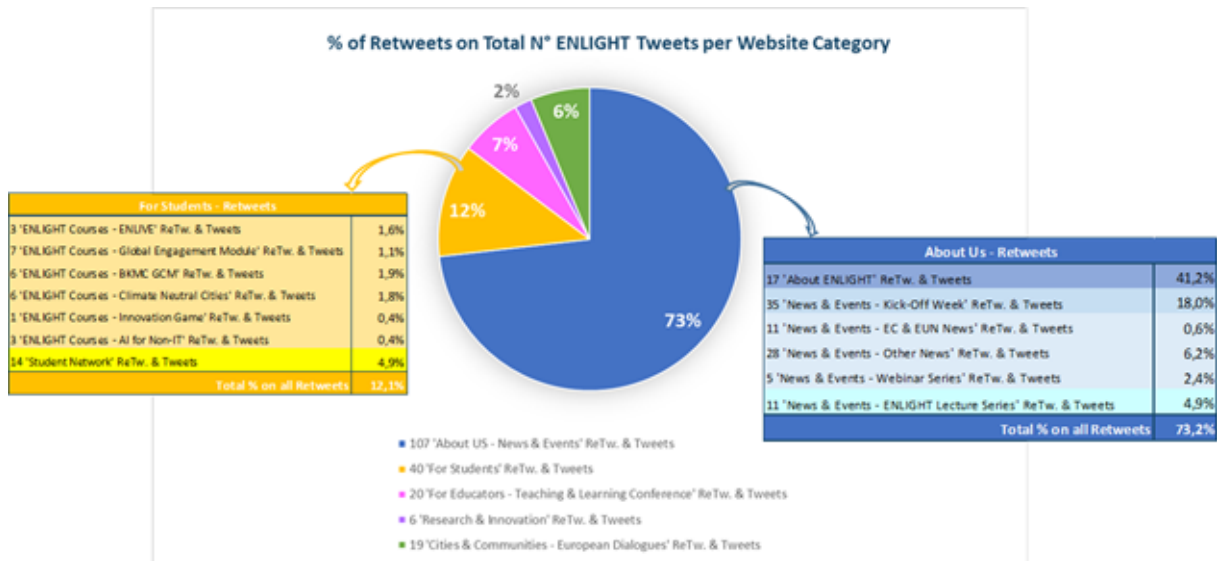
Within ENLIGHT, the ENLIGHT Twitter account, available at https://twitter.com/enlight_eu, is managed in compliance with GDPR regulations and used to **inform the broader community about both technical and social information related to ENLIGHT**. Extensive use of Twitter will be continued, as it serves as an efficient communication channel with the general public as well as with EC communities and EUN alliances. Through active Twitter engagement over alliance lifetime, ENLIGHT will build a network of followers. The ENLIGHT Twitter account is managed by several accounts via tweetdeck.twitter.com.

ENLIGHT's Twitter account is equally used to link and signpost to other EU initiatives. Links and tags are made to other relevant alliances as appropriate to boost visibility and engagement.



All ENLIGHT Twitter account KPI data, provided by Twitter Analytics, is monitored and studied by the CCT. From Nov. 1, 2020 to May 20, 2022, the **192 ENLIGHT Tweets were shared ('retweeted') 1 186 times total and collected 3 953 likes**. The Twitter account already has **790 followers**. **73% of the retweets and 76% of the likes concerned general information about ENLIGHT and 'ENLIGHT News & Events'**.

Retweets & Tweets per Website Category	Retweets (on ENLIGHT website)	Likes (on ENLIGHT Tweets)
107 'About US - News & Events' ReTw. & Tweets	858	3 008
40 'For Students' ReTw. & Tweets	143	409
20 'For Educators - Teaching & Learning Conference' ReTw. & Tweets	78	261
6 'Research & Innovation' ReTw. & Tweets	22	39
19 'Cities & Communities - European Dialogues' ReTw. & Tweets	75	236
Totals	1 186	3 953



ENLIGHT Social Media – LinkedIn Account

According to digital 2022 global overview reports such as published by [Statista](#), [DataReportal](#)- Hootsuite – We are Social, [Rival IQ](#), [SproutSocial](#), LinkedIn 2022 demographics and usage data are:

- Number of monthly active users: [810 million](#)
- Largest age group: [25-34 \(58.4%\)](#)
- Gender: [48% female, 52% male](#)
- 63% of [LinkedIn users access](#) the network weekly, and 22% daily

'Millennials' dominate the LinkedIn platform. LinkedIn reportedly experienced record revenue, driven by the platform's growth during COVID-19 and increased interest in new jobs.

Given that only 180 million (25%) of LinkedIn's users are located in the US, the platform has a massive international reach.

810M members in 200 countries and regions worldwide*



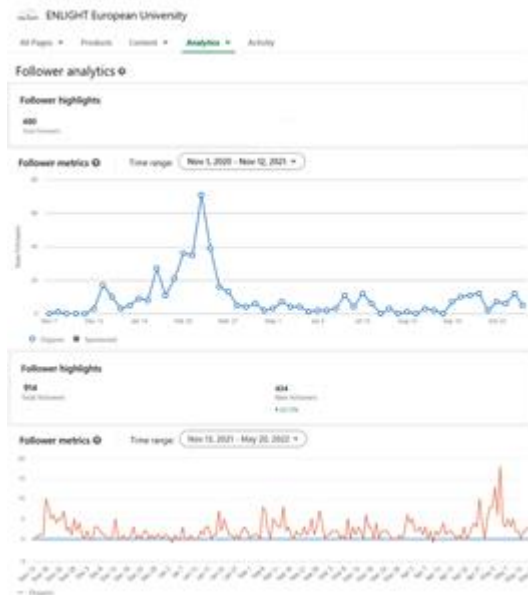
LinkedIn audience data is known to be the most reliable. LinkedIn’s organic engagement rate is double that of Facebook. People use this platform specifically for business and networking purposes. In these last 3 years, there have been few changes to the top industries ranked on LinkedIn. One major change is for the "Higher education" industry, which had a ranking of 11th in 2020 and jumped up to 9th today. Regarding 'updates', 360 characters or less may be ideal for Twitter posts, but an analysis by [Okdork](#) found that long-form content (the "article" post type, between 1,900-2,000 words) gets the greatest number of views, likes, comments, and shares on LinkedIn.

Within ENLIGHT, the LinkedIn platform provides the **opportunity to network (create a 'sense of belonging'), discuss and engage with ENLIGHT community and other interested stakeholders**. ENLIGHT has engaged with some of the already established EUNs and uses the platform to connect to relevant stakeholders in all fields relevant to ENLIGHT (e.g. ENLIGHT 5 flagship challenges). The content planned for LinkedIn is informative in nature: ENLIGHT events, ENLIGHT participation in events, ENLIGHT activities, ENLIGHT outcomes and results, news related to EC agencies, EAB members and associated partners and other domains of interest (5 flagship areas) to ENLIGHT alliances members

ENLIGHT’s LinkedIn page managed in compliance with GDPR is available at: <https://www.linkedin.com/company/enlight-europeanuniversity>



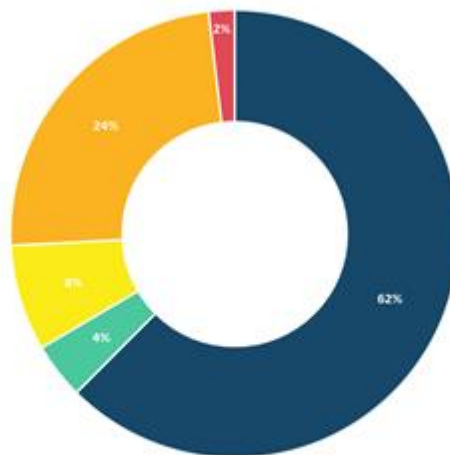
All ENLIGHT LinkedIn account KPI data, provided by LinkedIn Analytics, is monitored and studied by the CCT. From Nov. 1, 2020 (creation date) to May 20, 2022, the **914 followers have engaged on the 115 updates 2 952 times** (total engagements correspond to total number of reactions, comments, and shares for the account’s organic updates).



The LinkedIn Analytics KPI data offers the possibility to analyse the professional background of the ENLIGHT LinkedIn followers and when associated to the ENLIGHT target groups, the statistics indicate that on the 914 ENLIGHT LinkedIn followers:

- **62% are part of the 'Education and Research Community' target group;**
- 24% are part of the 'Private Sector' target group;
- 8% are part of the 'Public Bodies' target group;
- 4% are part of the 'Civil Society & General Public' target group;
- 2% are part of the 'Policy Makers' target groups.

LinkedIn Followers per ENLIGHT Target Groups
(LinkedIn-Follower Demographics - 'Industry': targets the 'Industry' most of the followers work in)

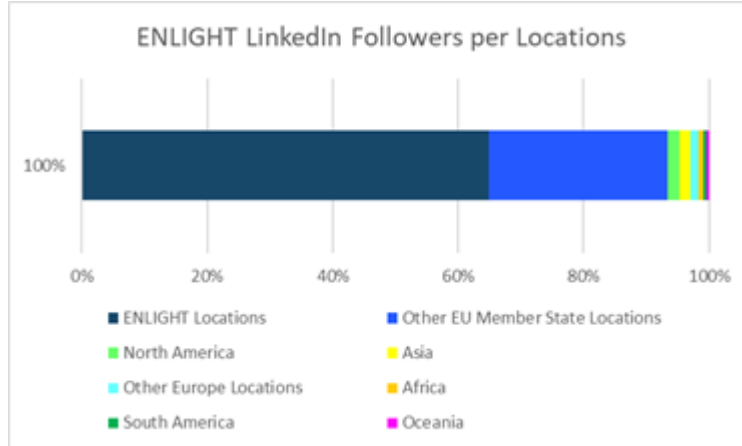


- Education & Research Community (Higher Education, Education Management, Research)
- Civil Society Actors & General Public (Nonprofit Organization Management, Civic & Social Organization, Think Tanks)
- Public Bodies (Government Administration, Primary/Secondary Education, Hospital & Health Care, Environmental Services)
- Private Sector (including Renewables & Environment, E-Learning, Information Technology and Services, etc.)
- Policy Makers (Public Policy, Government Relations, Political Organization)

From Nov. 1, 2020 (creation date) to May 20, 2022, of the **914 LinkedIn followers**:

- **43,76% connected to the ENLIGHT LinkedIn account from locations in ENLIGHT EU member state countries;**
- 19,26% connected to the ENLIGHT LinkedIn account from locations in other EU member state countries;
- 1,31% connected to the ENLIGHT LinkedIn account from locations in North America;
- 1,20% connected to the ENLIGHT LinkedIn account from locations in Asia;

- 1,97% connected to the ENLIGHT LinkedIn account from locations in other countries in the European continent, Africa and Oceania;
- 32,49% connected to the ENLIGHT LinkedIn account from undetermined locations.

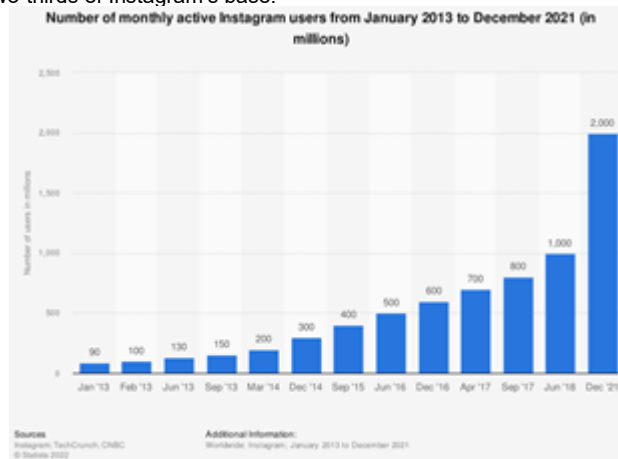


ENLIGHT Social Media – Instagram Account

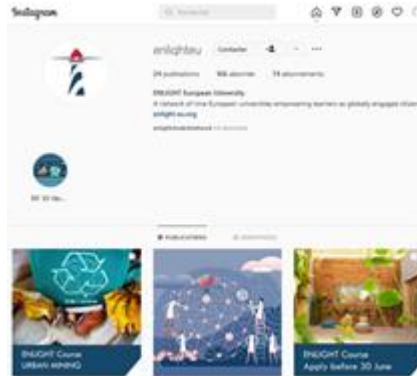
According to digital 2022 global overview reports such as published by [Statista](#), [DataReportal](#)- Hootsuite – We are Social, [Rival IQ](#), [SproutSocial](#), Instagram 2022 demographics and usage data are:

- Number of monthly active users: [2 billion](#)
- Largest age group: [25-34 \(31.2%\)](#), with 18-24 close behind at 31%
- Gender: [48.4% female, 51.8% male](#) (no data on other genders)
- Time spent per day: [29 minutes](#)

The platform has quietly doubled their user base to 2 billion within three years. As younger users migrate to TikTok, 'Generation Z' and 'Millennials' make up two-thirds of Instagram's base.



Within ENLIGHT, as the 'D&C Strategy' phase 2 has been initiated, an **Instagram** account, available at <https://www.instagram.com/enlighteu/>, was recently created on Feb. 9, 2022. The ENLIGHT Instagram account is managed in compliance with GDPR regulations and used to **disseminate the ENLIGHT courses offer to the student target group**. Instagram will be extensively used from phase 2 on, as it serves as an efficient communication channel with the student target group.



All ENLIGHT Instagram account KPI data is monitored and studied by the CCT. From Feb. 9, 2022 (creation date) to May 20, 2022, the **20 ENLIGHT Instagram publications collected 226 likes**. The Instagram account already counts **160 subscribers**.

Information Packages

'Information Packages' tailored to different target groups include promotional materials, audio-visual materials and, as a major element of the 'Information Packages', the alliance partners' institutional ENLIGHT webpages in national language. Alliance partners contribute to providing and updating the information packages content in their own languages.

All promotional and audio-visual materials are built under digital format and are available in the SharePoint or, for some elements, on the website for downloadable digital documents (easily found and effortlessly accessed) where they are reference source for **digital content on ENLIGHT that can be downloaded by interested public**.

Where the use of English is more problematic for certain target groups, concerned alliance partners can plan additional measures and translation of several existing promotional and audio-visual materials.

During 'D&C Strategy' phase 1, the CCT focused on encouraging the alliance partners to create an ENLIGHT webpage in the national language integrated in their respective institutional websites that all link to the ENLIGHT website and include promotional and audio-visual materials such as the EU ENLIGHT factsheet translated in the 11 languages of ENLIGHT (English, German, French, Dutch, Estonian, Swedish, Spanish, Basque, Irish, Slovak, Frisian).

Indeed, managing the translation of the English website through alliance partners' institutional ENLIGHT webpages in national language has proven to be essential for developing an ENLIGHT alliance 'sense of belonging' for the whole community.

ENLIGHT sustainable merchandising is planned in 'D&C Strategy' phase 2 & 3 but remains contingent on available funds.

ENLIGHT Promotional Materials

The ENLIGHT promotional materials include:

- Brand Book and Graphic Chart;
- Description factsheets available in the 11 ENLIGHT languages (English, German, French, Dutch, Estonian, Swedish, Spanish, Basque, Irish, Slovak, Frisian);
- Posters (courses, flagship domains, research & innovation, etc.);
- PowerPoint presentation template;
- Online meeting ENLIGHT backgrounds;
- Roll-up banners;
- Organic cotton tee shirts.

These materials are available to all ENLIGHT partners to be shared whenever needed and printed if necessary. They are available to be used during the ENLIGHT promotional events, such as the 'ENLIGHT DemoDays', to increase awareness among prospective students, parents and citizens connected to our ENLIGHT communities but equally for media (articles, press releases) and other partner and European events.

- Links to the ENLIGHT website and the social media accounts of ENLIGHT ([YouTube](#), [LinkedIn](#), [Twitter](#) & [Instagram](#)) but also for the ENLIGHT Student Network ([Instagram](#), [Facebook](#) and [Twitter](#)), link to the [subscription to the ENLIGHT newsletter](#), [ENLIGHT corporate video](#))
- Factsheets in national language (downloadable [here](#))

Alliance partners have provided a dedicated, permanent page about ENLIGHT in national language on their respective institutional websites:

Institution	Links to Institutional ENLIGHT Webpages
UPV/EHU (Basque Country) (euskara & Español)	https://www.ehu.eus/eu/web/enlight/2-maila
UBx (Bordeaux) (français)	https://www.u-bordeaux.fr/universite/notre-strategie/projets-institutionnels/enlight-alliance-universitaire-europeenne
UK BA (Bratislava) (slovenský & English)	https://uniba.sk/medzinarodne-vztahy/enlight/
NUI Galway (English & factsheet as Gaeilge)	http://www.nuigalway.ie/enlight/
UGent (Nederlands & English)	http://www.ugent.be/enlight
UGOE (Göttingen) (Deutsch & English)	https://www.uni-goettingen.de/de/631929.html
RUG (Groningen) (Nederlands & English)	https://www.rug.nl/about-ug/organization/quality-assurance/in-practice/enlight/
UT (Tartu) (eesti keel & English)	https://ut.ee/et/sisu/enlight
UU (Uppsala) (svenska & English)	https://www2.uu.se/student/utlandsstudier/enlight

3. Organize Dissemination Events: Achievements during the first 18 months (Lead: UGent; participants: ALL)

ENLIGHT Proposal-SEP-210643715 Taken Engagements:

Beyond the use of media to share results of the project, ENLIGHT will organise specific dissemination events. As described in WP5 the ENLIGHT European and Global Dialogues will provide the opportunity to gather the ENLIGHT Think Tank experts with key stakeholders across Europe (cities, regions, NGO's, industry, European Universities, KICs, and networks), in order to reflect upon the achievements and impact of the research-based activities (Living Labs; Short Programmes), with the aim of disseminating and eventually replicating solutions across other regions of Europe and beyond. From year 2 each ENLIGHT partner (and hence Regional Academy) will organise an annual regional Demo Day to showcase the work of the ENLIGHT Regional Academies to a broader public and to enhance the participation of citizens and regional organisations. As mentioned in Task 7.1.1 specific sessions of the ENLIGHT activities (e.g. European Dialogues, Teaching and Learning Conference, etc.) will be made available for external participants in open online formats, and/or turned into e-learning resources.

Strategic 'D&C' events

In total, between November 1, 2020 and May 20, 2022, **28 events** (not including ENLIGHT work meetings and ENLIGHT courses that took place during the same timeframe - see 'ENLIGHT Courses' above) with **3 986 participants** were organised within the ENLIGHT alliance of which 25 under virtual format, 2 under blended (or hybrid: virtual + physical) format and 1 under physical format. 11 of these events can be post viewed on the YouTube channel and to date (20/05/2022) have acquired **8 077 views in total**.

The high number of virtual events is mainly due to the COVID-19 pandemic impact. Even though, reducing travel and subsistence costs by optimizing and reducing physical travel is part of the ENLIGHT policies. Indeed, where possible unnecessary travel is avoided by combining events and/or using the most efficient travel modes, while encouraging the use of tools for virtual meetings.

N° EVENTS	DATE (DD/MM/YYYY)	EVENT NAME	EVENT TYPE	HOSTING PARTNER	EVENT FORMAT	ENLIGHT	ENLIGHT	External	External	TOTAL PARTICIPANTS	N° VIEWS (YouTube 30/05/22)
						Staff	Students	Stakeholders	Students		
TOTAL						1894	455	308	36	3 986	8 077
1	19-20/11/2020	United in Diversity	Conference	UGOE	virtual	14	-	-	-	30	-
2	1-5/03/2021	ENLIGHT Kick-off Week	Conference	UGent	virtual	976	287	129	5	1297	4075
3	23-24/03/2021	The Impact of Digitalisation on Internationalisation	Conference	UGOE, UT	virtual	158	0	60	0	218	386
4	26/04/2021	Inclusivity at Ugent	Workshop	UGent	virtual	0	27	-	2	29	-
5	26/05/2021	ENLIGHT Impact Assessment	Workshop	UPV/EHU	virtual	31	-	-	-	31	-
6	25/06/2021	The Age of Fusion	Workshop	UGOE	virtual	10	-	2	-	12	-
7	18/06/2021	Communities and Universities: Sharing the Journey to Shape the Future - Part 2	Conference	ULI, NUIG	virtual	138	-	5	-	143	154
8	24/06/2021	Bae Ki-moon Global Citizen Mentorship 2021 Program Launch	Webinar	UBx, BKMC	virtual	14	13	7	8	42	-
9	6-8/10/2021	SOLE Cluster Conference on Social Responsibility in Challenging Times	Conference	UT	virtual	138	-	41	-	179	-
10	21/10/2021	Webinar Series: Discussing Diversity, Inclusion and Racism - Session 1	Webinar	UGent	virtual	90	31	24	15	150	-
11	25/10/2021	Strategies against racism as a cross-cutting issue for European Universities	Lecture	UGOE	virtual	-	-	-	-	160	-
12	3 & 10/11/2021	Strategies against racism as a cross-cutting issue for European Universities	Workshop	UGOE	virtual	12	0	-	-	12	-
13	9/11/2021	Webinar Series: Discussing Diversity, Inclusion and Racism - Session 2	Webinar	BOS	virtual	29	27	7	6	69	-
14	10/11/2021	ENLIGHT Lecture Series: Forests in Times of Climate Change	Lecture	UGOE	virtual	-	-	-	-	270	337
15	18-19/11/2021	ENLIGHT Teaching and Learning Conference & Awards Ceremony	Conference	UGent	blended	118	41	1	-	160	2033
16	29/11/2021	The Age-Friendly and Inclusive City	Workshop	UGOE	physical	10	-	-	-	10	-
17	22/11/2021	ENLIGHT Doctoral Day Info Session	Webinar	UK BA (ICU)	virtual	24	67	-	-	91	-
18	7/12/2021	Webinar Series: Discussing Diversity, Inclusion and Racism - Session 3	Webinar	UGOE	virtual	4	5	10	-	19	-
19	8/12/2021	ENLIGHT Lecture Series: Food, Diet & Sustainability	Lecture	UGOE	virtual	-	-	-	-	80	142
20	12/01/2022	ENLIGHT Lecture Series: Tackling Climate Change - The Humanities Perspective	Lecture	UGOE	virtual	-	-	-	-	177	188
21	9/02/2022	ENLIGHT Lecture Series: Climate Change - Art, Performance & Narration	Lecture	UGOE	virtual	-	-	-	-	200	232
22	24-18/02/2022	Doctoral Network: Interdisciplinary Proposal-Writing Workshop Equity and Sustainability	Workshop	UT	virtual	10	26	-	-	36	-
23	24/02/2022	Webinar Series: Discussing Diversity, Inclusion and Racism - Session 4	Webinar	NUIG	virtual	55	10	-	-	65	-
24	9/03/2022	ENLIGHT Lecture Series: Migration & Climate Change	Lecture	UGOE	virtual	-	-	-	-	40	198
25	22/03/2022	Webinar Series: Discussing Diversity, Inclusion and Racism - Session 5	Webinar	ULI	virtual	-	-	-	-	N/A	-
26	24/04/2022	Webinar Series: Discussing Diversity, Inclusion and Racism - Session 6	Webinar	UBx	virtual	-	-	-	-	30	-
27	11-12/05/2022	ENLIGHT European Dialogues: Sustainable Urban Development	Conference	ULI	blended	103	21	22	0	146	256
28	11/06/2022	ENLIGHT Lecture Series: Equity & Education	Lecture	UGOE	virtual	-	-	-	-	N/A	76

Of the 28 events, three major ENLIGHT events have strongly favoured the 'D&C Strategy - Phase 1: building awareness and understanding' & beginning of 'Phase 2: establishing collaborations, stimulating take-up of results, transferring know-how' took place under virtual and blended formats:

- **'ENLIGHT Kick-off Week'** (March 1-5, 2021) with **1 297 participants and 4 075 views total via the YouTube channel** (at 20/05/22): The 'Kick-off Week', held on March 1-5, 2021, fully online, was ENLIGHT's premier annual communication event. It was focused to make holistic awareness of ENLIGHT strategic activities, results, goals and future roadmap. The successful kick-off week brought together more than 50 keynote speakers, academics, experts and students of all ENLIGHT universities, as well as renowned external speakers from various fields. All sessions excluding the work sessions were open to the general public through links to the Zoom platform (UGOE account) and live streamed through the YouTube channel.
- **'ENLIGHT Teaching and Learning Conference & Awards Ceremony'** (November 18-19, 2021) with **160 participants and 2 033 views total via the YouTube channel** (at 20/05/22): In support of the educational goals of ENLIGHT, the 'Teaching and Learning Conference' annually convenes under blended format teachers, program administrators, educational developers, students and other stakeholders in order to provide teachers with know-how on innovative student-centred and research-oriented learning approaches and other aspects of teaching. Best practices will be highlighted on the 'Teaching and Learning Lab' and gain visibility through the 'Teaching and Learning Awards'. The 'Official Opening & Keynote', 'Award Ceremony 2021', 'Peer Instruction & Lecture' by renown Eric Mazur, '9 Nominee Presentations' and 'After movie' are all available to the general public.
- **'ENLIGHT European Dialogues on Sustainable Urban Development'** (May 11-12, 2022) with **146 participants and already 256 views total via the YouTube channel** (at 20/05/22): The 'ENLIGHT European Dialogue' is an annual unique blended event during which the ENLIGHT universities and key experts from the nine ENLIGHT regions meet to connect with other key stakeholders across Europe, reflect on novel approaches to the pressing challenges facing our European regions, share best practices and work towards joint solutions. The theme for the 2022 European Dialogue was 'Sustainable Urban Development'. The 'Official Opening & Keynotes', '9 Regional Presentations' and 'After movie' (upcoming) are all available to the general.

Regarding these three major events, registration was mandatory and free. The communication vehicles used for these events were the ENLIGHT website, newsletter, social media accounts, the alliance partners' institutional websites, social media and newsletters when possible. All public sessions of these events can be post viewed via the YouTube channel and used for communication and dissemination purposes.

Other events such as the **'ENLIGHT Lecture Series'** favour communication and dissemination of ENLIGHT expertise. Indeed, these lecture series create the opportunity for scientists and researchers from all over ENLIGHT to discuss together and with the general public different perspectives and approaches to tackle the 5 ENLIGHT flagship areas, key determinants of societal well-being and sustainability: 'Climate Change', 'Equity', 'Health & Well-being', 'Energy & Circular Economy', and 'Digital Revolution & Impact of Digitization'. The five flagship areas relate to the United Nations' 17 Sustainable Development Goals (UN SDGs), with a particular focus on good health and well-being (SDG3), affordable and clean energy (SDG7), responsible consumption and production (SDG12), climate action (SDG13), and reduced inequalities (SDG10). The 'ENLIGHT Lecture Series' are organized and hosted by The University of Göttingen and funded by DAAD German Academic Exchange Service in the context of the 'European Universities Initiative'. The sessions are available as live ZOOM sessions, broadcasted live via the ENLIGHT YouTube channel and can be post viewed at any time after the session date.

The **ENLIGHT DemoDays** have not yet taken place and are planned for February 2022.

4. Activate the ENLIGHT partner portfolio and networks (Lead: UBx; participants: ALL)

ENLIGHT Proposal-SEP-210643715 Taken Engagements:

ENLIGHT will identify key European and global partners, who are of specific interest as member of Erasmus+ project consortia and/or have a specific role in the global strategy of the ENLIGHT universities (e.g. branch campuses, representation offices, projects). As part of the dissemination strategy ENLIGHT will develop guidelines for the organisers of the ENLIGHT activities on how staff members and students of these external partners can be involved in a meaningful way and participate along with ENLIGHT peers, with the aim of transferring know-how beyond ENLIGHT and beyond the European realm. ENLIGHT will actively seek to give visibility to and spread outputs, good practices and success stories via local/regional, national, and of course European and global networks, along their conference fora and publication platforms.

Achievements during the first 18 months

The development of an 'ENLIGHT Global Strategy' has been initiated during the 'D&C' Strategy phase 1. The latter is linked to two deliverables within work packages 7 (WP7 D88 'Partner portfolio of European and Global partners') and 5 (WP5 D74 'Listing of key partners and cooperation projects outside EU'). Indeed, as the 2 deliverables were closely linked it was commonly decided to develop an overarching 'ENLIGHT Global Strategy' that could benefit all ENLIGHT activities managed by all WPs. The 'ENLIGHT Global Strategy' is under construction and shall be a main priority during the 'D&C Strategy' phase 2. Discussions are ongoing with all work package leaders in order to assure consistency across ENLIGHT.

5. KPI Reporting Summary: Achievements during the first 18 months

Concerning the ENLIGHT website, newsletter, social media and strategic event KPIs it appears clear that the 'D&C Strategy' phase 1 objective of building awareness and understanding has been achieved during the first 18 months. Communication to build awareness and understanding about ENLIGHT will be continuous throughout phase 2 (establishing collaborations, stimulating take-up of results, transferring know-how) & 3 (consolidate relationships, support exploitation of results, set stage for future work).

ENLIGHT Website (to 20/05/22)		ENLIGHT Newsletter (to 20/05/22)		ENLIGHT YouTube Channel (to 20/05/22)	
Creation date	17/02/2020	Creation date	11/02/2021	Creation date	08/02/2021
N° Users	22 468	N° Subscribers	1 201	N° Subscribers	286
N° Pageviews	76 171	N° Newsletters Published	6	N° Videos	63
N° Sessions	33 788	N° Opens	15 511	N° Channel Views	11 309
				N° Video Likes	263
				N° Video Shares	509

ENLIGHT Twitter Account (to 20/05/22)		ENLIGHT LinkedIn Account (to 20/05/22)		ENLIGHT Instagram Account (to 20/05/22)	
Creation date	01/04/2020	Creation date	01/11/2020	Creation date	09/02/2022
N° Followers	790	N° Followers	914	N° Subscribers	160
N° Retweets & Tweets	192	N° Updates	115	N° Publications	20
N° Retweets (on ENLIGHT Tweets)	1 186	N° Engagements	2 952	N° Likes	226
N° Likes (on ENLIGHT Tweets)	3 953				

ENLIGHT Strategic Events (to 20/05/22)	
N° Strategic Events	28
N° Participants	3 986
N° Views	8 077

