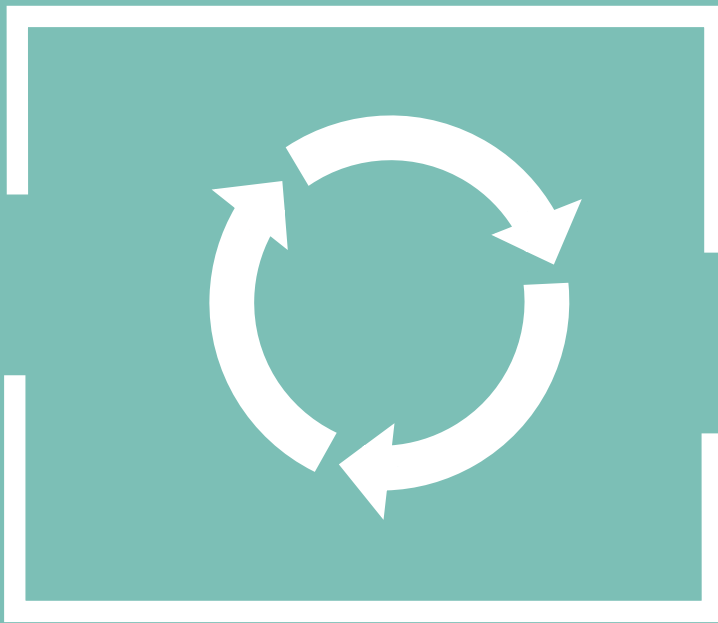
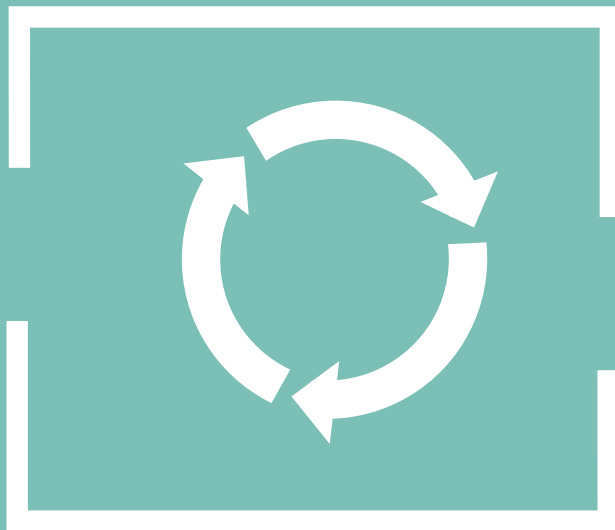


# 9.

## Ensuring the continuity and uptake of the UNITA approach





This allows UNITA to increase the awareness of its activities in the respective communities (see section 9.2).

## 9.1 GEMINAE: Enlarging the network outside the EU

UNITA is aware that many of its objectives, such as creating flexible and personalized curricula fostering civic engagement, introducing innovative pedagogies, achieving sustainable impact and growth and increasing entrepreneurial mindsets and international competitiveness, will be only achieved through a strong inter-university long term cooperation.

UNITA is being built for a long journey to become a sustainable European Legal entity that is attractive internationally and that continuously learns and disseminates best practices. During this first year, national and European regulations are being explored to create a legal entity, and a long-term sustainability plan is being draft.

Becoming attractive requires to continuously learn from others and implement innovative educational practices. Thus, UNITA aims to identify best practices, implement, and disseminate them. During this first year, UNITA designed the Geminæ program to disseminate practices and learn from others across the world (see section 9.1).

To become fully attractive, UNITA must speak up about what it is doing. To this end, during this first year, the strategic plan, visual identity, and website were created and an active participation in social networks was promoted.



Picture 9.1: Geminæ invitation to selected non-EU partners

This led to the design and launch of the UNITA International cooperation strategy "GEMINAE", on the 15th of September 2021. This network is composed of 30 partners from Latin America (16), North America (3), Africa (10), and Asia (1).

After the invitation of all UNITA rectors to the selected non-European Universities, the introduction to the program was done by Stefano Geuna, Rector of UNITO, and it was presented in three of the languages of the alliance: French, Portuguese, and Spanish. This multilingual approach is one of the core elements of this Internationalization strategy that aims to foster multilingualism by using romance languages in all the spheres of university life to enhance linguistic diversity and promote inclusion.

This will lead to increase the awareness and acceptance of linguistic and cultural diversity. Through the Geminæ program, UNITA cooperation with universities outside Europe to create a network of best practices that search innovation, giving special relevance to the challenges that rural and cross-border regions are facing. Cooperation is seen in broad terms, including traditional mobilities and innovative ones, such as online, blended, or rural mobilities, as well as new collaboration initiatives in research, teaching, administration, and governance.

After the initial launch of the programme, the following months will see the presentation of different projects and initiatives to make this cooperation active, fruitful, and enriching. Stay tuned for Geminæ Research Workshops, staff weeks, mobility programmes and inter-comprehension courses.

## 9.2 Communicating with our stakeholders

It is important to ensure the sustainability of the UNITA project and communication activities play an important part in this process. UNITA's communication strategy is seen as a fundamental contribution to the realization of the alliance's vision, mission and objectives, aiming to cooperate in the mobilization of relevant stakeholders for a common purpose and also to ensure the recognition and enhancement of the role of university alliances.

With a view to promoting UNITA - Universitas Montium European University, it was necessary to create and develop a brand whose components - such as logo, typefaces, colours, layouts, motto and more - reflected the values of the alliance and conveyed the essence of what the organization stands for.

The logo (the most visible part of UNITA's visual identity) and the graphic standards manual were the first communication tools to be prepared, given the need that immediately arose to standardize UNITA's internal and external communication vehicles.

A strong brand delivers a clear and credible message and connects with its audience at an emotional level, motivating and reinforcing loyalty. Thus, the communication strategy, the visual identity and the communication plan - as well as the events that are held within the scope of the project -, respect standard institutional documents and models, with a view to the dissemination of information and news material.

Positioning the UNITA brand also required the construction of a motto that would highlight the objectives and vision of the alliance and explain to the target audience the path that UNITA intends to follow. The motto "Climb your future" was the most voted for, following the proposals presented by both students and UNITA Officers.

The execution of the communication strategy has been planned to be aligned with the organization of the project and follows the rules identified in its Management Guide. A Task Force takes care of the supervision, the organization and the implementation of the tasks in close connection with the UNITA Offices, with a Local Coordinator in each campus for the accomplishment of the activities. Once the audiences to whom the information should be addressed were defined, the most appropriate means of communication for each function were also selected. In addition to a monthly podcast and newsletter, UNITA has its own website <http://univ-unita.eu> and is present on the following social networks: Website|Facebook|Twitter|Youtube|Instagram|LinkedIn|.

Up to the 31st of October 2021, one can count:

- Web site - 47720 visits including all subpages and 20887 visualizations;
- Newsletter - Four editions;
- Podcast - two editions (67 visualizations; 52 downloads);
- Facebook (356 Followers);
- Instagram (478 Followers);
- Twitter (148 Followers);
- LinkedIn (180 Followers);
- Youtube Channel (36 Subscribers; 1666 Visualizations).

