Good practices guide on best practices for digital stakeholders' engagement

Deliverable 3.2

Introduction

The objective of Deliverable 3.2 is not to assess the dissemination and communication strategy of COMPASS.

A such, the deliverable will not assess all digital tools used in the framework of COMPASS to engage with the public, especially, social networks.

The deliverable 3.2 will focus on the specific tools developed or used to build the Ulysseus community of users when it comes to research and innovation activities. Furthermore, beyond the specific mechanisms developed to support digital engagement, all Ulysseus events have always been thought out in hybrid mode to be as inclusive as possible.

This document is part of the satellite project COMPASS, *Leading Ulysseus to become a European University excellence model through Research and Innovation* which aims at establishing Ulysseus as a model of excellence for research and innovation transformation in line with the shared, integrated, long-term joint strategy of the alliance, boosting synergies between the European Research Area and the European Education Area.

DIGITAL ENGAGEMENT

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01
OVERALL STRATEGY

Overall strategy (1/4)

How to engage diverse stakeholders through digital mechanisms

As the COMPASS project was launched at the height of the COVID period, the development of digital solutions was essential.

However, the challenge was to find the right balance between:
- relying on existing tools versus developing tailor-made solutions
- adopting a harmonized approach versus adapting to each target users
- empowering digital usages versus encouraging onsite momentum

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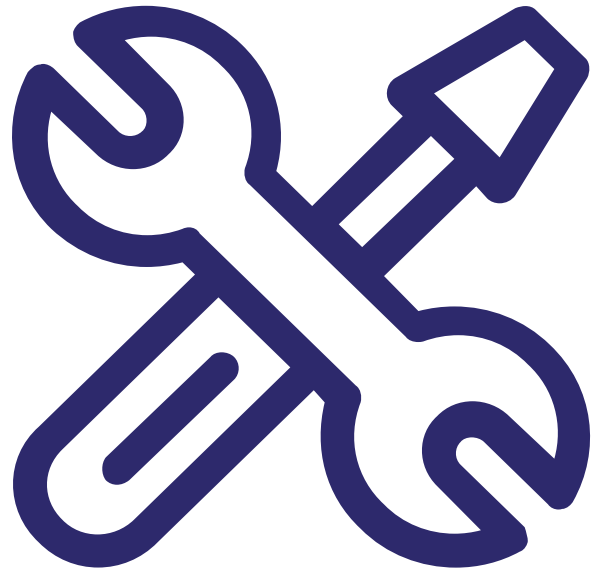
Overall strategy (2/4)
Existing tools versus developing tailor-made solutions

First, it was necessary to identify the needs and find out what our users' expectations were; the tools being only a mean to meet these expectations.

Once the needs had been identified, we scoped the tools to identify which needs could be met by existing, high-performance tools, and which would need to be developed in-house.

Furthermore, we also adopted a pragmatic approach by launched some short terms activities relying on existing tools in the anticipation of developing more adapted tools that could take over in a second phase

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Overall strategy (3/4)

Adopting a harmonized approach versus adapting to each target users

Although at the outset we had hoped to be able to adopt a single strategy, thereby limiting the number of tools and processes, we must admit that in the end this was not possible.

We had to think in terms of tools for specific uses and users, to ensure a satisfactory rate of engagement.

Furthermore, if digitalization was at the heart of our engagement strategy, it was deployed in different ways depending on the development phases of Ulysseus
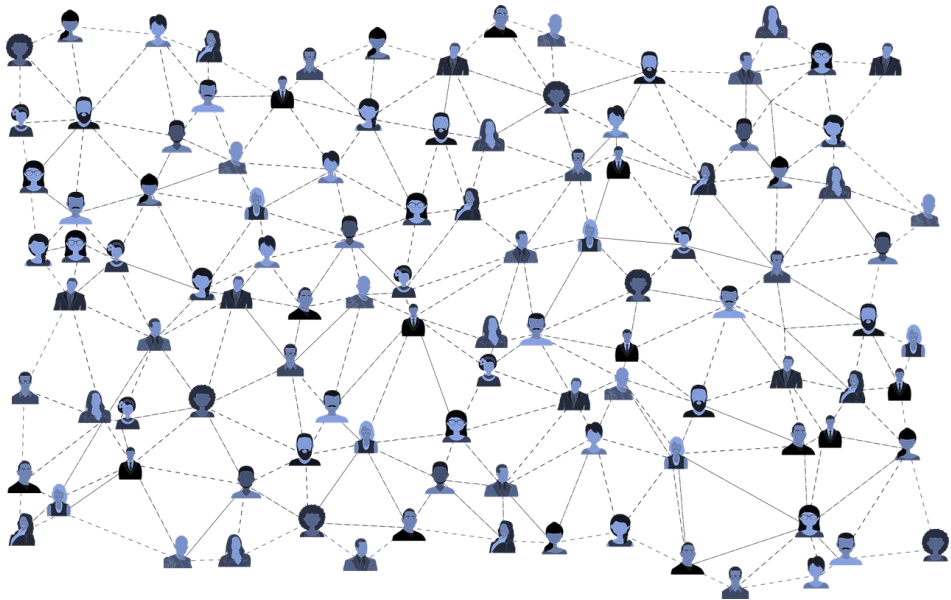
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Overall strategy (4/4)

Empowering digital usages versus encouraging onsite momentum

Finally, the digitalization strategy had to be included in a global engagement strategy that would not rely solely of digital tools and online momentum.

Adapting the strategy to the main phases:

- Step 1 Conception: we needed to understand our community
- Step 2 Deployment: we needed to build our community
- Step 3 Scaling up: we needed to feed our community

Stakeholders
A diverse spectrum

In framing our approach to digital stakeholder engagement, it's crucial to define our community of users within research and innovation. Our community encompasses a diverse spectrum, ranging from master students, PhD candidates, and senior researchers to citizens and young students. Understanding this varied audience helps us tailor our activities, initiatives, and tools more effectively. Recognising that these segments possess distinct needs and interests, our strategies aim to align with specific subsets within this community, ensuring clarity and relevance in our engagement efforts

02
A three-step deployment strategy

Understand our community

The first step in our digital engagement strategy was to understand the needs and expectations of our community to better address them in the conception of the Research and Innovation activities of Ulysseus.

However, one of the major challenges we had to face when engaging with stakeholders at the conception phase of Ulysseus, was that the very concept of European Universities was unknown by a large majority of what we had imagined to be our future users.

Thus, we had to convince our communities, from six different countries, to contribute to building an unknow object with a European outlook. To do so 1/we used flexible, pragmatic and well-known tools, 2/we engaged in a true co-conception phase without preconceived ideas or preconceptions, to adapt to the needs of our future users.

As developed in the next slide, regarding the co-conception phase we relied on different mechanisms, some more targeted regarding on collective intelligence (online workshops with targeted participants) and others more macro addressed to community at large (survey).

01

Online workshops

We kicked off our community engagement with 6 online workshops gathering 53 participants and among them 17 researchers using Mural collaboration tool.

We went through a research project storyline and collected user pain points as well as user's dream vision.

This constituted the basis of qualitative input.

Stakeholders engaged: researchers, associated partners, students, staff

02

Digital Work Groups and interviews

We conducted online group meetings relying on tools such as TEAMS, ZOOM and BigBlueButton.

Digital Work Groups were organized to scope the different services to be provided by the Digital Platform in this regards.

Individual interviews helped us a digging use cases in detail from a user perspective.

Stakeholders engaged: researchers, associated partners, students, staff

03

Surveys

Two surveys were carried out as part of our initiatives. The first survey focused on gauging the current state of research within Ulysseus, aiming to gather general information on research methodologies, fields of study, and pertinent research keywords. The subsequent survey took a more specific quantitative approach, aiming to quantify the insights gleaned from prior workshops and interviews. This survey delved into identifying the tools and practices deemed most impactful by participants in advancing their research endeavors.

Workshop result

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6 Workshops of 4:30
2 Education, 2 Research & 2 Innovation

1 mini workshop to support **UCA Innovation team**

Collected requirements along **the set of experience** defined for **each 3 journeys**

53 participants attended vs **90 invited**

13 Students (bachelor, master & PhD)

17 Research Professors & Professors

23 Members of the administration (intl. relations & mobility, alumni network, support to researchers)

Outcomes from 1 workshop on Mural
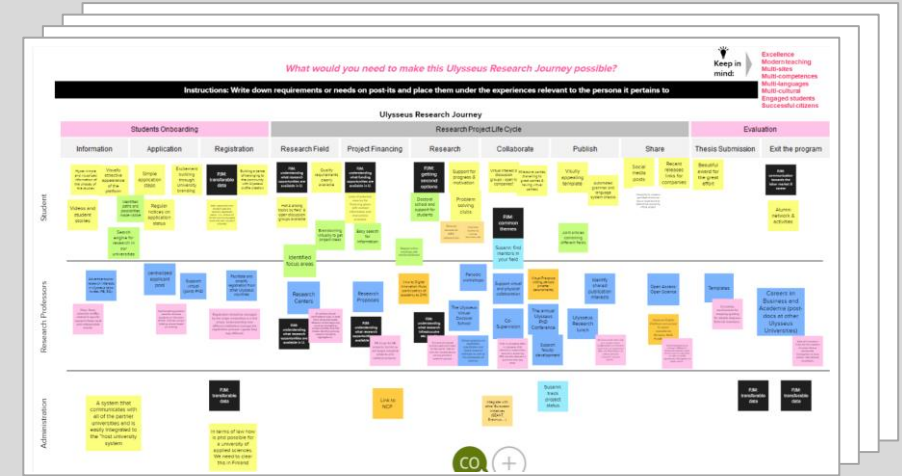
Collect functional requirements

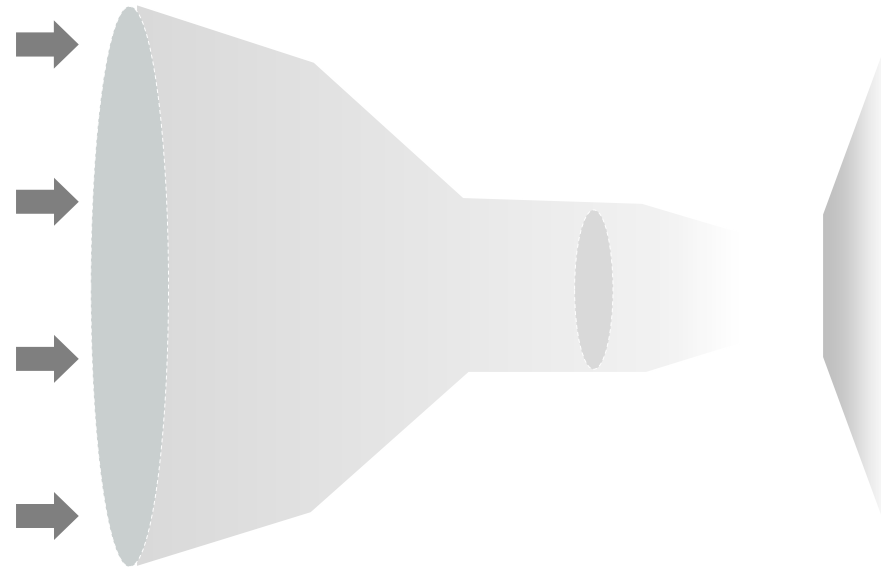- Translate the functional requirements expressed by the participants into epics
- List and classify the epics by persona, experience and journey

Invite participants for individual interviews

- Conducted **15** interviews to detail some requirements mentioned in the workshops
  - **7** Professors & Researchers
  - **5** Administration
  - **3** Students

Create a Ulysseus community

- Enable the participants from different universities to meet

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Qualitative requirements

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Inputs	Analysis	Insights

Workshops

Individual Interviews

Project Documentation

277 Epics
High level requirements or functionality

31 Services

8 Themes

- **Formalize the requirements** expressed during the workshops
- **Map the requirements to the experiences** that constitute an Education and Research Journeys
- **Detail the requirements by user's type** based on their roles and objectives

- **Epics were grouped into a set of services** based on their ultimate goals
- The services were then clubbed into key themes for the platform

Example of Epics for research support

Journey	ID	Code V0	Code VF	Experience	Theme	Service L1	Epic	Description
Journey 1 Education	215	GROUP PROJECTSV1.1	GROUP PROJECTSV1.1-8	GROUP PROJECTS	Support to Research	Open access database	Research for an article across the collection of subject databases available in the Alliance	Run a search of publications and articles based on a set of criteria
Journey 2 Research Project Lifecycle	216	RESEARCHV1.1	RESEARCHV1.1-3	RESEARCH	Support to Research	Open access database	Search publications through the open database of Ulysseus	The users should be able to search by DOI, structure reference, faculty…
Journey 2 Research Project Lifecycle	217	RESEARCHV1.1	RESEARCHV1.1-4	RESEARCH	Support to Research	Open access database	Access a publication	Select a publication, preview, download.
Journey 2 Research Project Lifecycle	218	RESEARCHV1.1	RESEARCHV1.1-5	RESEARCH	Support to Research	Open access database	Identify where the publication is available	See the reference of the publication and access the link to the platform where the publication is available (web of science, Scopus)

Quantitative survey

Online survey

100 questions

- Assess the need for a service

- Not important -> Very important scale

300 respondents

✓ Analyze population

✓ Top areas of interest

✓ Top services overall

✓ Top services for categories (Gender, role)

✓ Conclusion: Impact on plans

Analysis of results

Example of categorial results

Best rated categories

- International mobility
- Carrier development
- Horizon Europe proposals

Less successful categories

- Community building
- Foster publication
- Foster innovation

Top categories

STEP 1: UNDERSTAND OUR COMMUNITY

Key Figures

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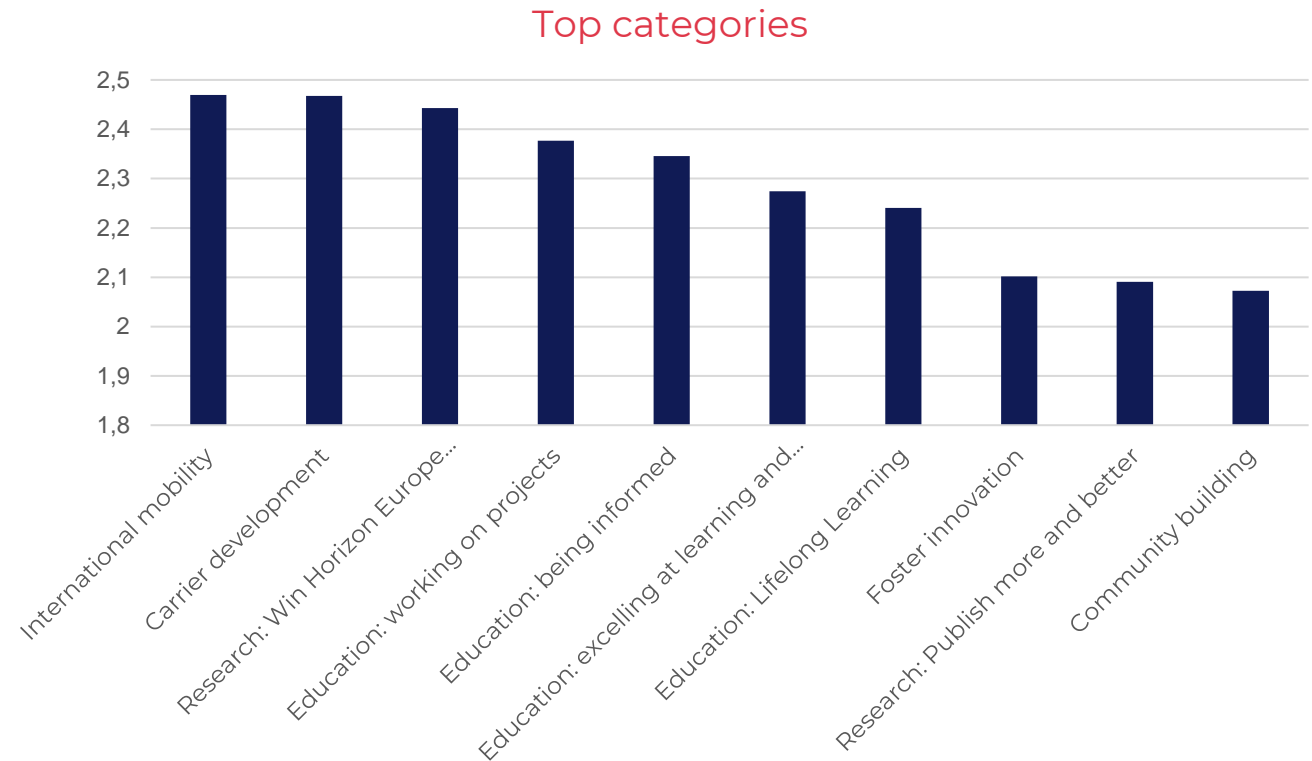
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Online workshops

53 people

4 workshops were held to define Ulysseus research pathways, 2 focusing on research, 2 focusing on innovation.
53 people attended

Individual interviews & workgroups

15 interviews 3 work groups

Individuals contributed to the scoping within Digital Work Groups leading to the development of the R&I services included to the platform but also to the APP Match4Cop

Research and Innovation Mapping Open Survey

> 766 responses

Individuals contributed to the mapping survey on which relied the first Open Event.
Universities contributed to the Institutional Survey to benchmark practices and infrastructures leading the adoption of COMPASS R&I Action Plan.

Digital platform quantitative survey

> 300 responses

Over 300 people took the time to answer the 100 questions from digital platform quantitative survey and defined the priorities for tools and practices.

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Build our community

Once de conception phase was over, we launched the building phase by alternating between:

- High points that bring the wider community together to present Ulysseus' major research and innovation objectives (open events). To do so, we relied on the digital tool **B2Match** which enables access to networking between researchers, practitioners, companies, other institutions and stakeholders; viewing Ulysseus Innovation Hubs calls for projects' cooperation, research and entrepreneurship; funding opportunities per Innovation Hubs, including calls for proposals of Horizon Europe program and Erasmus +; search for expertise, information or collaboration within the Ulysseus ecosystem and having access to existing job opportunities. This tool was used in two events such as the Open Event (May 2021) and the Researchers' Days in Seville (June 2022).

- Much more targeted, smaller-scale events that facilitate the creation of thematic communities to build common scientific axes. To do so organized **scientific webinars** on topic related to the Innovation Hubs

The objective was for our communities to start building bridges and connections by providing opportunities for them to connect and to relate at the scientific level.

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01

Open Events

The Ulysseus Open Event (May 2021) was an immersive experience delving into the dynamic Ulysseus Community and its six Innovation Hubs. Participants explored a spectrum of academic, research, and entrepreneurial opportunities within an international, person-centric university dedicated to shaping Europe's future. Engaging plenary sessions, informative workshops, and targeted meetings in a collaborative marketplace offered invaluable insights and networking avenues.

02

Matchmaking

The open event and the researchers' days structured marketplace and networking sessions acted as a springboard, enabling academics, scientists, and innovators to explore synergies, exchange expertise, and initiate potential research partnerships. By highlighting funding opportunities under Horizon Europe and Erasmus+, the event further stimulated collaborative endeavors, paving the way for impactful research alliances. As participants departed, the event's legacy persisted in the form of newly forged connections.

03

Webinars

Webinars stand as powerful tools for digital stakeholder engagement, offering a dynamic platform to connect, educate, and collaborate. They enable direct interaction, fostering a sense of community and inclusivity. Webinars serve as knowledge-sharing hubs, delivering valuable insights, industry updates, and fostering thought-provoking discussions. Moreover, through interactive features like live Q&A sessions or polls, webinars actively involve participants, amplifying engagement and building stronger relationships between stakeholders and organizations in the digital sphere.

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The Research and Innovation Webinars

Ulysseus Innovation Hubs orchestrated a series of monthly webinars, with two dedicated to each hub. These sessions unified experts from academia, industry, and NGOs, along with various organizations, converging to deliberate on pivotal regional and local challenges such as climate change, environmental degradation, resource depletion, sustainability; inequality; health and well-being in an increasingly ageing society; economic, regulatory and technical issues o renewable energy; smart and climate-neutral cities; gender inequality; entrepreneurship; artificial intelligence for businesses and education; present and future of robotics; cultural heritage, etc. . These thought-provoking discussions, curated by the Innovation Hubs, served as platforms for comprehensive insights and collaborative solutions. These webinars were live streamed on YouTube and remained for future viewing.

Webinar: Artificial Intelligence in SMEs – relatable stories and practical tools from Finland
13 June 2023 · 12:30
Online

Webinar: Industrial Sustainability: Challenges, Perspectives, Actions
25 May 2023 · 12:30
MCI | The Entrepreneurial School

Webinar: Is a 100% renewable electricity sector really possible? Economic, regulatory and technical issues
23 May 2023 · 12:00
University of Seville

Webinar: From research to entrepreneurship... It can work!
22 May 2023 · 12:00
Haaga-Helia University of Applied Sciences

Webinar: Where is robotics heading?
18 April 2023 · 14:00
Online

Webinar: AI in Education, revolutionizing learning and teaching, potential uses and implications of AI in the field of education
16 March 2023 · 12:00
Online

Webinar: How to transfer interdisciplinary competences in heritage studies
21 February 2023 · 12:30
Online

Roundtable: Who you are matters. How to incorporate a gender+ and intersectional perspective in STEM research.
10 February 2023 · 12:00
Online

Webinar: 2030, A journey towards climate neutral and smart cities in Europe
22 June 2022 · 09:45
University of Seville, Seville / Online

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Best practices (2/3)

The EDI participative events

Directly interlinked with the transformational module focused on equality and inclusion, Ulysseus developed a series of participative events addressed to pupils, experiential roundtables addressed to young researchers and interviews addressed to a wider audience.

Female scientists breaking barriers in research. "Female scientists breaking barriers in research" consists of seven interviews to Ulysseus female researchers that offer the opportunity to the general public to learn about existing challenges in society that have motivated these researchers to do research in gender studies. Some of the topics covered in these interviews include public women, public power, leadership and underrepresentation in local and national politics; executive women's career identities in the corporate business; gender based violence; female objectification in media; sexuality, disability and fundamental rights and research and gender equality policies in European universities, among others.

Who you are matters. This roundtable targets young scientists and aims to raise awareness about the importance of incorporating a gender+ and intersectional perspective in STEM research.

Science: where magic happens. With occasion of the International Day of Women and Girls in Science, Ulysseus hosts a roundtable in which upper secondary students from six countries had the opportunity to ask questions to young female researchers from Ulysseus to learn more about the interest of these young scientists in working in science and the challenges the are facing in their careers.

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The European Researchers' Night

Ulysseus commemorated the European Researchers' Night, a vibrant Europe-wide event that brought science closer to the public. The European Researchers' Night is an annual event coordinated by Marie Skłodowska Curie Actions (MSCA) under Horizon Europe which aims at bringing research and researchers closer to the public and to showcase the impact of their work on people's daily life. The initiative combines each year face-to-face and online activities celebrated across over 350 cities in Europe.

2021. On 24 September 2021, Ulysseus held a series of video-interviews with six Ulysseus scientists on circular economy, climate change, green transition, renewable energy and waste management all of them, closely related to the European Green Deal.

2022. For the second edition, children from different countries of the Ulysseus Alliance challenged Ulysseus experts on topics connected to societal challenges.

2023: Ulysseus focused on Artificial Intelligence (AI) through enlightening mini-interviews featuring four Ulysseus experts. The event took place online throughout the day, showcasing how AI positively impacts citizens' lives. The interviews delved into AI's role in personalizing education, fostering sustainability in businesses, aiding early medical condition detection, and enhancing life in smart cities. Insights from our panel of experts were shared across Ulysseus' YouTube channel, social media platforms (LinkedIn, Instagram, Facebook), and website. The event successfully made science accessible to all, emphasizing that science truly belongs to everyone.

STEP 2: BUILD OUR COMMUNITY
Key Figures

Open event

1182

Individuals are registered to the Open Event through B2Match

Compass webinars

1445 live 75k+ total

Individuals were engaged through the COMPASS R&I webinars

Matchmaking

120

Number of registered participants through B2Match

Cooperation opportunities

126

Opportunities were offered through B2Match: 70 project opportunities and 56 expertise

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Feed our community

One of the major challenges is to nurture the community to prevent the momentum from waning after each brokerage events.

The teams had to developed activities and mechanisms to sustain the momentum on a daily basis and maintain a satisfactory level of engagement.

To do so, the digital team developed two tailor made tools: one APP and one repository to support the engagement activities:
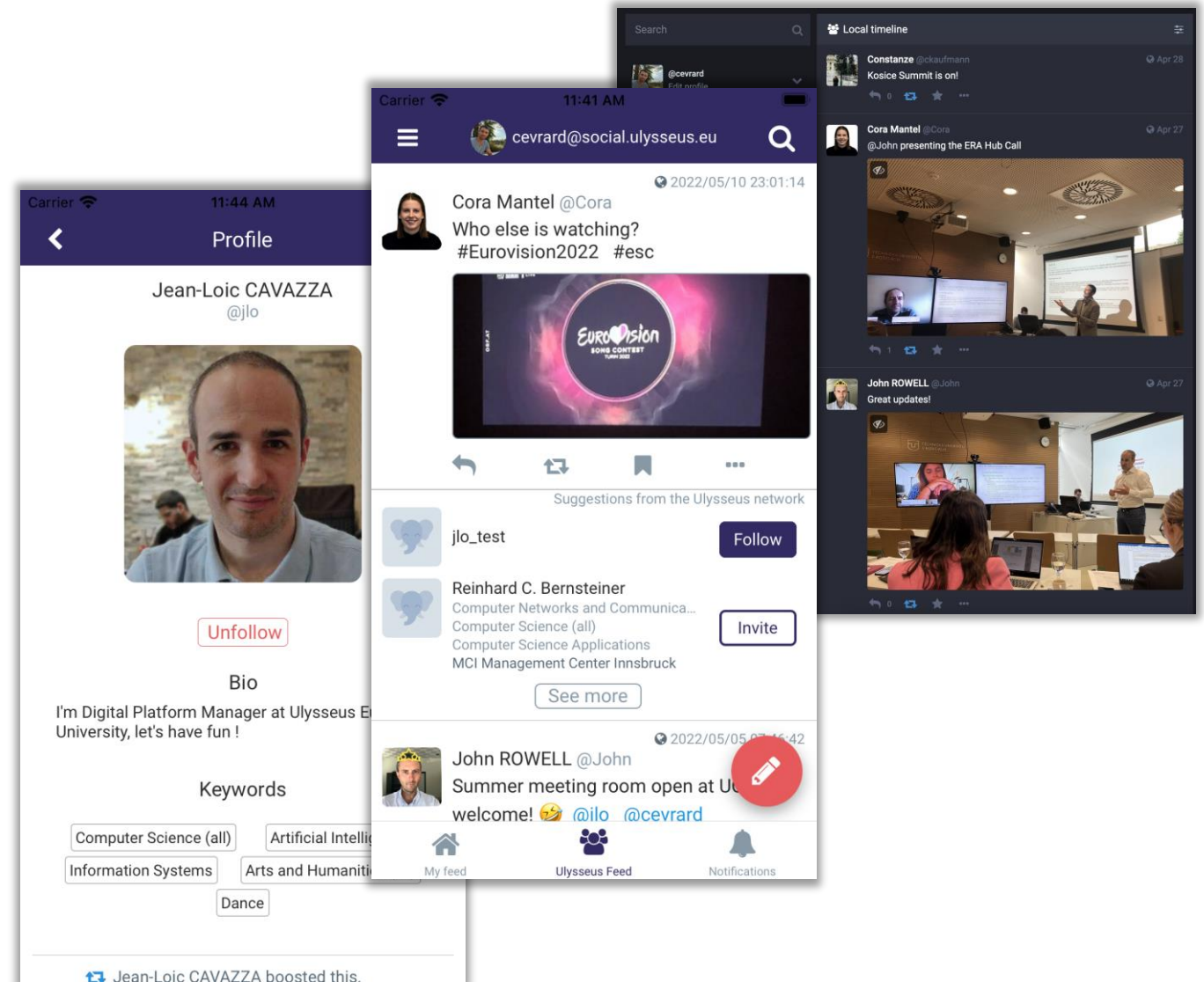
- Match4Coop
- Ulysseus Open Science Repository

Both tools were presented in Deliverable 3.1 and will thus not be presented in deliverable 3.2. However, we will present some of the digital activities these tools allowed us to implement.

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Match4Cooperation

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Research made social

Our research social network supports our events

- Available on Android / iOS / Web

- Bring people on prior events

- Create groups to communicate on specific topics
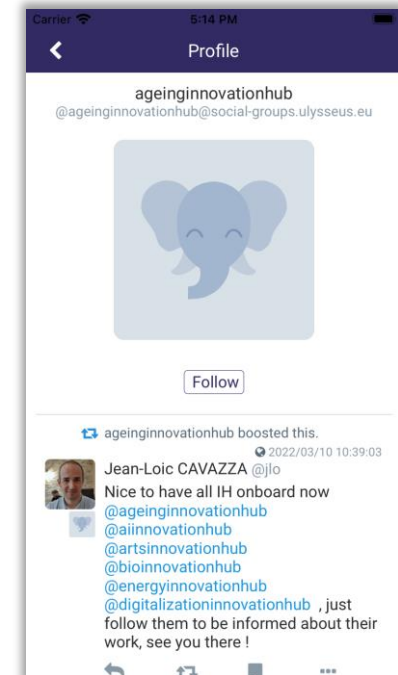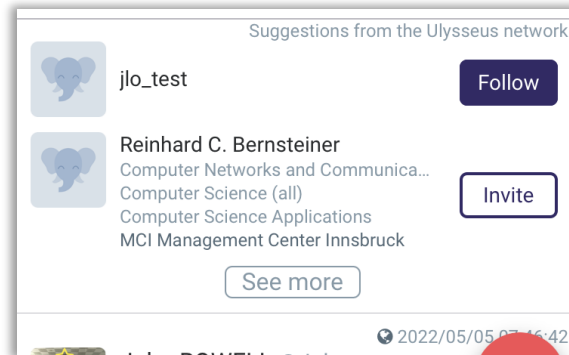
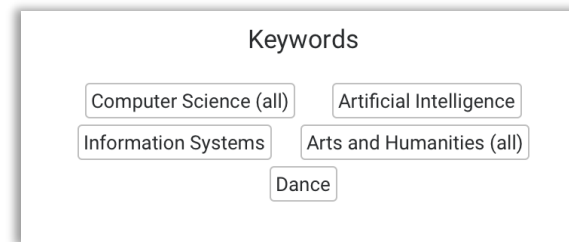- Maintain relationship beyond the event

Match4Cooperation groups

Use groups to
    collaborate
    on calls

Group feature allows smarter collaboration

- Smart recommendations based on your research keywords

- Find Ulysseus researchers and Projects

- Community management on EU projects is handled by dedicated people using groups

Keywords

Computer Science (all)   Artificial Intelligence
Information Systems   Arts and Humanities (all)
Dance

Suggestions from the Ulysseus network

jlo_test   Follow

Reinhard C. Bernsteiner
Computer Networks and Communica...
Computer Science (all)
Computer Science Applications
MCI Management Center Innsbruck   Invite

See more

2022/05/05

Profile

ageinginnovationhub
@ageinginnovationhub@social-groups.ulysseus.eu

Follow

ageinginnovationhub boosted this.
2022/03/10 10:39:03

Jean-Loic CAVAZZA @jlo
Nice to have all IH onboard now
@ageinginnovationhub
@aiinnovationhub
@artsinnovationhub
@bioinnovationhub
@energyinnovationhub
@digitalizationinnovationhub , just
follow them to be informed about their
work, see you there !

Open-Science repository

We are building a discoverable open-science repository

- Available at https://science.ulysseus.eu

- Institution page with latest records

- Researcher profile page

- Connection with M4C researcher database (email, ORCID/Scopus/M4C IDs)
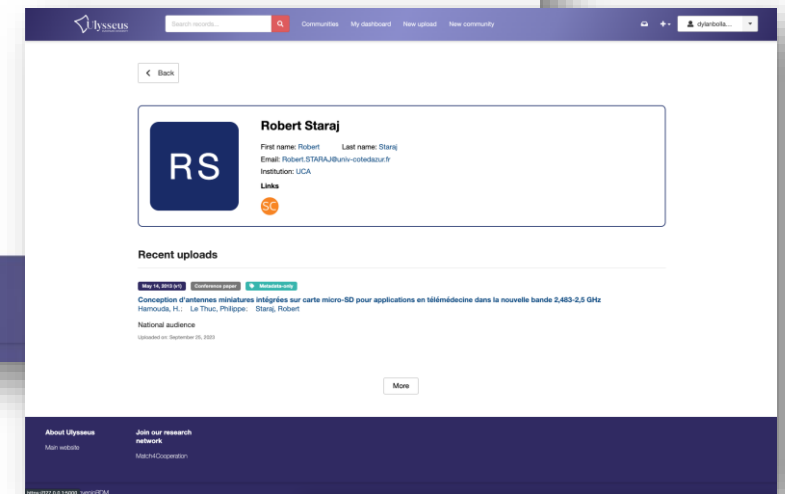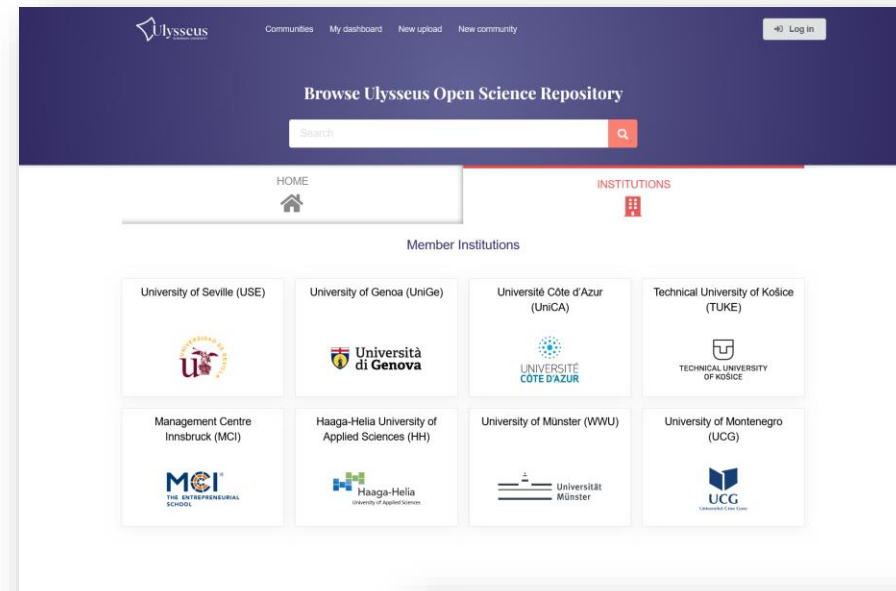
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01

Open Challenges

Competitions. Leveraging Match4Cop to initiate competitions ensures a dynamic engagement by offering enticing prizes and challenges. Open competitions not only amplify participation but also create a vibrant atmosphere where individuals come together, fueled by the thrill of the challenge and the allure of winning remarkable prizes.

Digital experiential activities. Relying on digital tools to put our students in real-life situations, with the educational aim of getting them to work in an experimental and networked mode, thanks in particular to our data warehouse.

02

Open Publications

The Open Science repository present an unparalleled opportunity to connect and collaborate within thriving communities. By leveraging the Innovation Hubs, individuals can publish their work, fostering an environment where knowledge and discoveries are shared openly. This platform not only amplifies visibility but also facilitates a broader reach, enabling contributors to connect with diverse audiences passionate about their field.

03

Open Project Brokerage

Open Project Brokerage events within Ulysseus serves as a dynamic platform for showcasing and disseminating EU projects. Through Match4Cop, these initiatives are not only published weekly but also actively engaged with the target audience, fostering direct connections and amplifying exposure to diverse opportunities. By leveraging this approach, Ulysseus creates a vibrant ecosystem where EU projects find their voice, attracting attention, and engaging stakeholders directly. This not only increases visibility but also facilitates collaborations and partnerships, maximizing the impact and success of these innovative endeavors.
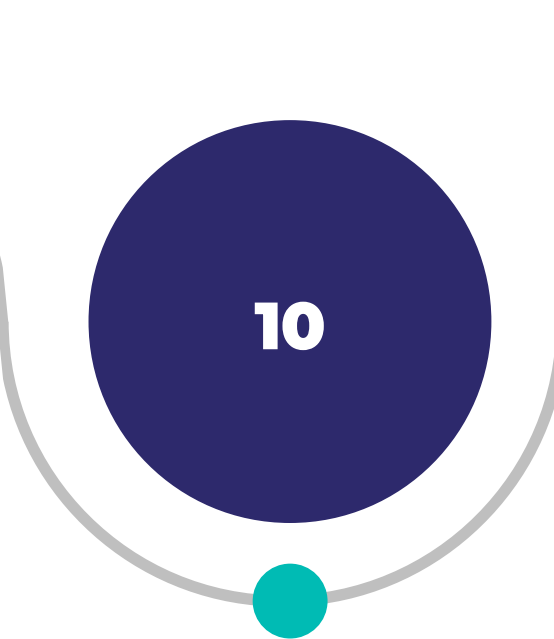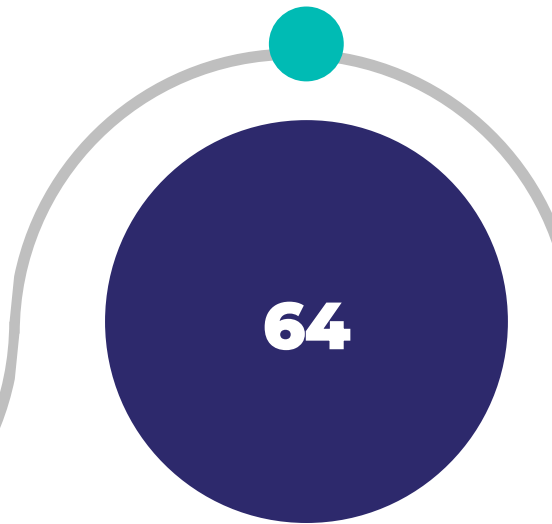
STEP 3: FEED OUR COMMUNITY
Key Figures

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Open Publications

380,000
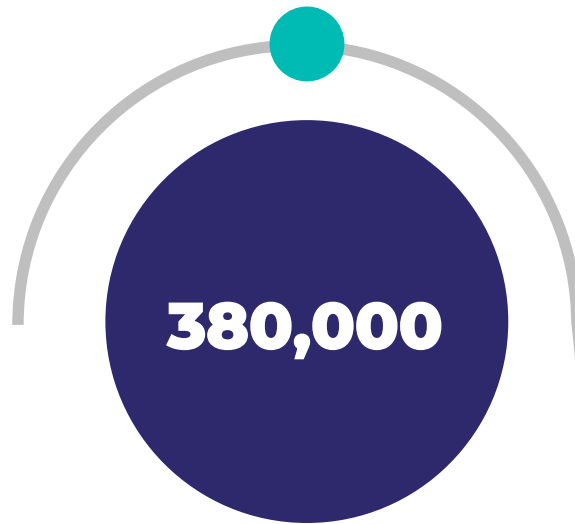
Publications are accessible on the Ulysseus Open Repository
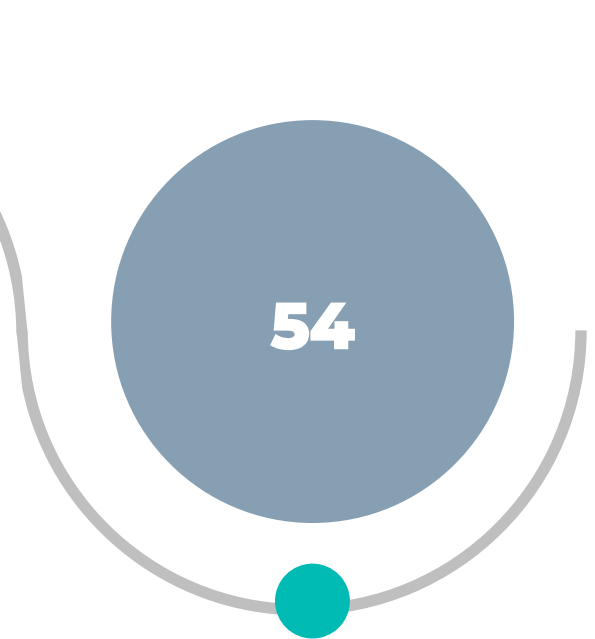
Open science Prize

10

Contestants to the Open Science Prize

Open science Prize

64

Votes for the Open Science Prize

Open Project Brokerage

54

European projects open to the community

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Open Science Prize

We organized a competition aimed at promoting open science by offering support to young researchers who have published their work openly. The prize was an opportunity for the winners to attend an international conference of their choice.

Mock Study relying on the data ware-house

A first experimentation was launched through the data warehouse of the living lab ageing and well being. 13 students, representing all six COMPASS partners immersed themselves in exploring its capabilities before splitting into groups to craft experiments tailored to the space.

Building up on this experience, data warehouses will be developed for each innovation hubs as a tool to streamline projects and enable the virtual consolidation of geographically dispersed entities.

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03
LESSONS LEARN AND RECOMMENDATIONS

STEP 1: UNDERSTAND OUR COMMUNITY

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DEVELOPMENT OF ADAPTED TOOLS
The inclusion of the users in the conception ensures the development of adapted tools and improve the participation and overall experience.

ENGAGING CONTENT
The development of a content that is informative, relevant, and engaging, with the use of digital tools and multimedia formats, storytelling, and visuals in an innovative way.

REGULAR COMMUNICATION
The regular communication facilitates the Two Way communication and the encouragement of feedback and open dialogue by keeping Ulysseus members informed about community updates, events, and relevant news.

CONSISTENT BRANDING AND MESSAGING:
Maintaining consistent branding and messaging across all Ulysseus digital platforms helps the creation a cohesive and recognizable identity for the community and the projects' activities.

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STEP 2: BUILD OUR COMMUNITY

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WEBINARS
They hold significant importance for digital communities as invaluable platforms for knowledge sharing and engagement in the Ulysseus community.

PHYSICAL EVENTS WITH ONLINE CONNECTIVITY
They integrate the Ulysseus in-person gatherings with the expansive reach and interactive capabilities of the digital realm. These events enhance engagement by incorporating live streaming, virtual participation and interactive online features.

BLENDED EVENTS
Blended events represent a dynamic fusion of physical and virtual components, offering a versatile and inclusive approach to gatherings in Ulysseus community.

CHALLENGES AND COMPETITIONS
In the Ulysseus experience, challenges and competitions find a natural synergy within digital communities, creating a dynamic environment for collaboration, skill development, and innovation.

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STEP 3: FEED OUR COMMUNITY

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PHYSICAL MEETINGS FUEL DIGITAL ENGAGEMENT

Over 50% of people are registering to Match4Cooperation when we organize conferences

BUILD EXCLUSIVE DIGITAL CONTENT

During events and in the management of research projects, some of the information is only accessible online (news, support)

OPEN COMPETITIONS & VIRTUAL EVENTS

Open competitions play a crucial role in fostering innovation, collaboration, and excellence across the Ulysseus community, and their significance is further heightened in the digital age.

MANAGE COMMUNITIES

Tailored and frequent content is what makes people return. Mentioning people and groups re-engage them thanks to notifications.

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Thank you