



## D7.7 - Talent pilot programme dissemination package

*Giuseppina Cerrato  
Giuseppe Bianco*



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<b>Document Author</b>	Giuseppina Cerrato, Giuseppe Bianco
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\* PU = Public; PP = Restricted to other programme participants (including the Commission Services); RE = Restricted to a group specified by the consortium (including the Commission Services); CO = Confidential, only for members of the consortium (including the Agency Services)

## Abstract

In order to meet the objective of Task 3.3, it was decided to create the Re-UNITA International Talent Challenge. This is an international competition launched within the framework of the Re-UNITA - Research for UNITA project, aimed at PhD students from the six partner universities of the European University Alliance UNITA - Universitas Mountium and the Re-UNITA project, University of Beira Interior - UBI, University of Turin - UNITO, Universidad de Zaragoza - UNIZAR, Université de Pau et des Pays de l'Adour - UPPA, Université Savoie Mont Blanc - USMB, and Universitatea de Vest din Timisoara - UVT.

The competition will distinguish the best innovative proposal, submitted by teams of PhD students from each university (UBI, UNITO, UNIZAR, UPPA, USMB, UVT), in each of the main scientific areas of the UNITA Alliance - Renewable Energies, Circular Economy and Cultural Heritage - which will have to propose an innovative solution to the global challenges and problems presented in the competition.

The researchers participating in this contest will have to provide answers, through original and innovative solutions, to the challenges identified by the stakeholders belonging to the territories of the partner universities. In fact, in the first phase of this project, each University will have to organise a Workshop in which it will invite companies, start-ups, social enterprises and third-sector bodies linked to the three key themes of the project. This collaboration will lead, thanks to the experience of the participating stakeholders, to the creation of challenges suitable for the contest.

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## 1. Communication Plans for Task 3.3



Communication in this task was divided into different levels according to the progress of the activities within the project.

As a first step, general communication was needed to talk about the activities of the task and the future PhD Talent Challenge. Another important communication step was the communication, within the networks of each allied university, of the Workshop held with different Stakeholders in each UNITA Alliance partner university. This communication was important to announce the start of the work on the research of the challenges that would be the basis of the Contest and also to increase the level of inclusion in the activities of all those stakeholders (companies, start-ups, social enterprises and third sector organisations) who agreed to participate in the workshops and collaborate with the project activity.

Finally, much importance was given to communication regarding the launch of the Contest. In addition to exploiting traditional communication channels such as institutional web pages and social networks, some partners opted for a more targeted communication, contacting the Doctoral Schools within the Institution and also using the Doctoral School's web pages, as well as exploiting the School's e-mail lists, so as to send the opportunity directly to those enrolled in the Doctoral School.

For a profitable and common communication of the Talent, a poster was created by the colleagues of the University of Beira Interior, which contains the main information of the Contest such as the three thematic areas of the challenges, the amount of the prize, the deadline for the application of the working groups and two QRcodes leading respectively to the Rules and the Registration Form (see Figure1)

For each UNITA Alliance partner university, a list of the communication made is given in random order, providing the hyperlink or web address when possible.




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# R=UNITA

## UNITA PhD INTERNATIONAL TALENT CHALLENGE

Would you like to have an opportunity to express your talent for innovation?  
Do you like challenges?  
Bring your team, choose one challenge, create a solution.  
Be innovative!

Three areas: Circular Economy, Cultural Heritage, Renewable Energy.  
Three winners: one per area.  
The prize: € 5.000 for each team winner.  
The contest is open to PhD students.  
Deadline to register: 30/10/2023

Contest rules 

Registration form 









Figure 1 - International Talent Challenge Poster

## 1.1. Communication in UniTO (University of Turin)

Re-UNITA: a workshop with local stakeholders to identify the research challenges of the future

24 gen 2023

### Workshop dei talenti UNITA: UniTo e gli attori del territorio insieme per la ricerca del futuro

 Tweet



*Figura 1 - Whorkshop with local stakeholders in Turin*

UnitoNews: ([https://www.unitonews.it/index.php/it/news\\_detail/workshop-dei-talenti-unita-unito-e-gli-attori-del-territorio-insieme-la-ricerca-del-futuro](https://www.unitonews.it/index.php/it/news_detail/workshop-dei-talenti-unita-unito-e-gli-attori-del-territorio-insieme-la-ricerca-del-futuro))

Event page on Unito.it: (<https://www.unito.it/eventi/re-unita-un-workshop-con-gli-attori-del-territorio-individuare-le-sfide-della-ricerca-del>)

- **Re-UNITA Research for UNITA - Designing a talent development programme**

Call opportunity page on Unito.it: (<https://www.unito.it/avvisi/re-unita-research-unita-progettazione-di-un-programma-di-sviluppo-dei-talenti>)

- **UNITO Doctoral School: UNITA PhD INTERNATIONAL TALENT CHALLENGE 2023/2024**

Doctoral School page: ([https://www.dottorato.unito.it/do/avvisi.pl/Show?\\_id=f1sq](https://www.dottorato.unito.it/do/avvisi.pl/Show?_id=f1sq))

- **Instagram:** (<https://www.instagram.com/p/Cnw62mfq3LK/?igsh=MXFjYWZhenR4cTRvbg>)
- **Direct e-mails to doctoral students from the Doctoral School**

## 1.2. Communication in UPPA - Université de Pau et des Pays de l'Adour

- **Doctorants, tentez de remporter 5000€ en participant au « UNITA PhD International Talent Challenge » :** [2023-10 PhD International Talent Challenge - L'Université - Université de Pau et des Pays de l'Adour \(UPPA\) \(univ-pau.fr\)](#)

- **LinkedIn : Doctorants, vous aimez les défis et vous voulez tenter de remporter 5000 euros ?** ([https://www.linkedin.com/posts/university-of-pau\\_doctorants-vous-aimez-les-d%C3%A9fis-et-vous-activity-7084894783990562817-ka5c?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/university-of-pau_doctorants-vous-aimez-les-d%C3%A9fis-et-vous-activity-7084894783990562817-ka5c?utm_source=share&utm_medium=member_desktop))

- **Email convocation 11 July 2023:** ([https://datacloud.univ-unita.eu/index.php/apps/files/?dir=/5\\_Unita\\_Phase\\_II/ReUNITA/WP3/Task%203.3/Comunicazione%20and%20Dissemination%20T3.3/UPPA/dissemination&openfile=1551014](https://datacloud.univ-unita.eu/index.php/apps/files/?dir=/5_Unita_Phase_II/ReUNITA/WP3/Task%203.3/Comunicazione%20and%20Dissemination%20T3.3/UPPA/dissemination&openfile=1551014))

- **Email convocation 12 September 23:** ([https://datacloud.univ-unita.eu/index.php/apps/files/?dir=/5\\_Unita\\_Phase\\_II/ReUNITA/WP3/Task%203.3/Comunicazione%20and%20Dissemination%20T3.3/UPPA/dissemination&openfile=1551015](https://datacloud.univ-unita.eu/index.php/apps/files/?dir=/5_Unita_Phase_II/ReUNITA/WP3/Task%203.3/Comunicazione%20and%20Dissemination%20T3.3/UPPA/dissemination&openfile=1551015))

## 1.3. Communication in UNIZAR - Universidad de Zaragoza

- **Doctoral School: Proyecto ReUNITA: Programa de Desarrollo de Talento para Estudiantes de Doctorado UNITA 2023/2024.** (<https://escueladoctorado.unizar.es/es/noticia/proyecto-reunita-programa-de-desarrollo-de-talento-para-estudiantes-de-doctorado-unita>)



- Email convocation 07/11/22: ([https://datacloud.univ-unita.eu/index.php/apps/files/?dir=/5\\_Unita\\_Phase\\_II/ReUNITA/WP3/Task%203.3/Comunicazione%20and%20Dissemination%20T3.3/UNIZAR&openfile=1551462](https://datacloud.univ-unita.eu/index.php/apps/files/?dir=/5_Unita_Phase_II/ReUNITA/WP3/Task%203.3/Comunicazione%20and%20Dissemination%20T3.3/UNIZAR&openfile=1551462))
- Email convocation 17/11/22: ([https://datacloud.univ-unita.eu/index.php/apps/files/?dir=/5\\_Unita\\_Phase\\_II/ReUNITA/WP3/Task%203.3/Comunicazione%20and%20Dissemination%20T3.3/UNIZAR&openfile=1551461](https://datacloud.univ-unita.eu/index.php/apps/files/?dir=/5_Unita_Phase_II/ReUNITA/WP3/Task%203.3/Comunicazione%20and%20Dissemination%20T3.3/UNIZAR&openfile=1551461))

#### 1.4. Communication USMB - Université Savoie Mont Blanc

- Doctoral School: UNITA PhD International Talent Challenge (<https://www.univ-smb.fr/college-doctoral/2023/07/11/unita-phd-international-talent-challenge/>)
- Internal Newsletter
- Direct mail to PhD students
- Mail to Vice-Rector for Research
- Presentation by the Vice-Rector for Research in a research committee

#### 1.5. Communication UBI - Università di Beira Interior

- Opening Announcement: UNITA PhD International Talent Challenge 2023/2024 (<https://www.ubi.pt/Evento/11751>)
- National Workshop con gli Stakeholder presso Faculdade de Artes e Letras ([https://datacloud.univ-unita.eu/index.php/apps/files/?dir=/5\\_Unita\\_Phase\\_II/ReUNITA/WP3/Task%203.3/National%20Workshops\\_List%20of%20Challenges%20per%20scientific%20area/UBI%20National%20Workshop%20-%202020.01.2023&fileid=1189702](https://datacloud.univ-unita.eu/index.php/apps/files/?dir=/5_Unita_Phase_II/ReUNITA/WP3/Task%203.3/National%20Workshops_List%20of%20Challenges%20per%20scientific%20area/UBI%20National%20Workshop%20-%202020.01.2023&fileid=1189702))

## 2. Re-UNITA Dissemination strategy

### Online channels

- **Websites:**
  - Re-UNITA website : [www.research.univ-unita.eu](http://www.research.univ-unita.eu)
  - UNITA Alliance website: <https://univ-unita.eu/Sites/unita/en/Evento/1365>

A written article will be shared on the UNITA websites, presenting the programme's results as well as the participating teams.

We plan to share online the presentation videos of the winning groups and teams on the institutional pages of the partners and the UNITA and ReUNITA project and on the social network pages

- **Social network UNITA:**
  - **Instagram:** short videos of Talent programme winners will be disseminated among the UNITA Instagram community
  - **LinkedIn:** The result of this contest will be highlighted on a LinkedIn Post on UNITA account, as well as our universities accounts.
  - **Facebook:** The result of this contest will be highlighted on a Facebook Post on UNITA account, as well as our universities accounts.

### Interviews

Our objective is to record interviews with the research groups participating in the PhD Talent: short videos to present the group and its members, their idea for the Challenge, and their feedback on the Re-UNITA project. We plan to choose a suitable format in order to have similar videos with the project and European funding logos.

### Events

- **Award ceremony**

On the 26<sup>th</sup> of June, the award ceremony will be organized online. This public event, organized with the presence of all stakeholders:

  - Local partners
  - Jury
  - PhD students participating
  - Scientific supervisors
  - UNITA research community

This ceremony will be a key opportunity to highlight the success of this initiative, notably through the participation of the local partners behind the challenges and the presence of all the candidates. The awards event will showcase all the projects presented, and in particular the winner.

- **Re-UNITA final event**

On the 2<sup>nd</sup> of July, the Re-UNITA project final event, to be held in Pau and streamed online, will present the three project winners with their videos.

As such, this activity will be valorised to more than 150 participants on-site, and several hundred expected online.

Participating doctoral students will be asked to talk about how this type of activity enriches their doctoral experience, and opens up new perspectives in their careers as early-stage researchers.