



Excellent peripheries for a strong  
European Research Area

## **D7.4 Report on communication campaigns and dissemination events**

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Author(s)	Michelle Perello, Ómar González, Víctor Ricardo Martínez	CE	
Reviewers	Fábio dos Santos Laura Gaspar Ramírez Tanausú Dávila	[Terinov] [FPCTC] [FPCTC]	

Acronyms & Abbreviations	
D	Deliverable
DoA	Description of the Action
D&C	Dissemination and Communication
EC	European Commission
EU	European Union
GA	Grant Agreement
HEI	Higher Education Institution
R&I	Research & Innovation
PC	Project Coordinator
PO	Project Officer
SC	Steering Committee
WP	Work Package

## TABLE OF CONTENTS

1. Executive Summary	6
2. Introduction	7
3. Update on Dissemination and Communication	9
3.1 Evaluation of Communication Activities	9
3.1.1 KPI's Analysis	9
3.2 Website	10
3.3 Social media	12
3.3.1 Social Media Insights	13
3.3.2 Newsletter and Mailing Campaigns	19
3.3.3 Earned Media	21
3.3.4 Videos	28
4. Communication Campaigns: Impact and Analysis	30
4.1 Campaign Analysis and Performance	30
4.1.1 Definition of Mission and Vision of ULPGC and UAC	30
4.1.2 Role of Knowledge and Research in Addressing Green Deal-Related Challenges and Opportunities	31
4.1.3 Role of Knowledge and Research in Addressing Blue Economy-Related Challenges and Opportunities	32
4.1.4 The Importance of Gender Equality and Diversity in Research and Innovation	33
4.1.5 Responsible Research and Citizen Science: When Commitment and Ethics Make It All	34
4.2 Impact and Strategic Significance	34
4.3 Dissemination Events	34
4.3.1 Attendance to events	35
4.3.2 Organised events	37
4.3.3.1 Baseline Workshops for Vision and Mission Definition	39
4.3.3.2 Celebrating International Girls in ICT Day	40
4.3.3.3 Collaboration in ULPGC Patents Week	41

4.3.2.4 Workshops on Best Practices from Leading HEIs	41
4.3.2.5 Forum of Peripheral Universities	42
4.3.2.6 ICEX Colloquium with ULPGC Entrepreneurial Ecosystem	43
4.3.2.7 EXPER Summer School in Gran Canaria	43
4.3.2.8 Launch of CLAB Model at ULPGC	44
4.3.2.9 Online Summer School by UAC	44
4.3.2.10 Technical Conference on Knowledge Transfer at ULPGC	44
4.3.2.11 Addressing Brain Drain Challenges	45
4.3.2.12 Online Seminar Series on Bridging Excellence	46
4.3.2.13 INVESTIGAFEST in the Canary Islands	46
4.3.2.14 Terinov Event on Blue and Green R&I	47
4.3.3 Further Dissemination and Impact Assessment	47
4.4 Report on activities implemented in tasks 7.3, 7.4 and 7.5 and their results	47
4.4.1 Scientific and Achievements: visits to primary schools	47
4.4.1.1 Canary Islands	48
4.4.1.2 Azores	51
4.4.2 The University We Want: visits to secondary schools	53
4.4.2.1 Implementation in the Canary Islands	53
4.4.2.2 Implementation in the Azores	56
4.4.2.3 Impact and Outcomes	58
4.5 Final Conference	59
4.5.1 Venue and Audiovisual Setup	59
4.5.2 Hybrid Format and Online Participation	60
4.5.3 Speaker and Partner Coordination	60
4.5.3.1 Engagement of High-Level Speakers	61
4.5.3.2 Guidelines for Partner Involvement and Presentation Coordination	61
4.5.4 Promotion and Outreach Strategy	62
4.5.5 Conference Execution and Key Outcomes	62

4.5.5.1 Interaction and Audience Engagement: A Key Component of the Event	63
4.5.5.2 Live Discussions and Interactive Panels	63
4.5.5.3 Presentation of Results: Co-Creation in Action	65
4.5.5.4 Guest Speaker Participation	65
4.5.5.1 Opening Remarks and Policy Context	65
4.5.5.2 Expert Insights and Synergies	66
4.5.5.3 Future Opportunities and Dissemination	67
4.5.6 Hybrid Engagement: Expanding the Conversation Beyond the Room	68
4. Conclusions	69

## 1. EXECUTIVE SUMMARY

This report presents an in-depth analysis of the communication campaigns and dissemination events conducted within the framework of the project and D7.1. The document details outcomes achieved through various dissemination activities aimed at enhancing the project's visibility and impact.

The communication strategy was designed to ensure broad outreach and engagement with key stakeholders, including policymakers, researchers, industry representatives, and the general public. A combination of digital tools, social media engagement, and traditional dissemination methods was employed to maximise the effectiveness of outreach activities. The campaigns were structured around key thematic areas relevant to the project's objectives, ensuring coherence and targeted messaging.

A significant aspect of the dissemination strategy was the organisation of events, including workshops, conferences, and networking sessions, which facilitated knowledge exchange and stakeholder involvement. These activities effectively reached a wide audience and contributed to strengthening collaborations among stakeholders.

Key performance indicators (KPIs) were employed to evaluate the effectiveness of the communication campaigns, measuring aspects such as audience reach, engagement rates, and overall impact. The findings indicate a high level of visibility and interaction, with strong participation from key stakeholder groups.

This document also serves as a comprehensive resource for understanding the methodologies and impact of the communication and dissemination activities carried out during the EXPER project's implementation.

This document serves as a comprehensive resource for understanding the methodologies and impact of the communication and dissemination activities carried out during the project's implementation from D7.1.

## 2. INTRODUCTION

The present deliverable includes dissemination activities and specifically focuses on the activities implemented within Tasks 7.3, 7.4, and 7.5 of the EXPER project. It presents the outcomes of these tasks, which encompass focused communication campaigns, outreach to citizens, organisation and participation in events, and outreach to children and schools. It also includes key indicators such as website traffic and engagement across the project's social media accounts. The information presented herein is crucial for understanding the reach and effectiveness of EXPER's outreach efforts towards its identified target groups, which include academia (both within and outside the partnership), the business sector, policymakers, and civil society organisations and associations.

EXPER was a collaborative initiative designed to foster institutional transformation at the University of Las Palmas de Gran Canaria (ULPGC) in Spain and the University of the Azores (UAC) in Portugal through targeted capacity-building activities and strategic international cooperation with leading institutions, namely the University of Rostock (UROS) in Germany and the University of Calabria (UNICAL) in Italy.

The overarching aim of EXPER was to lay the groundwork for a future European University Alliance by seamlessly integrating the research and innovation (R&I) dimension with education and training. To achieve this, the project employed a community-based approach, actively involving representatives from the surrounding ecosystems of the Widening region universities to co-develop a comprehensive modernisation strategy. Ultimately, EXPER sought to enhance the scientific excellence and innovation capacity of ULPGC and UAC, thereby strengthening their role as key drivers of economic and social transformation within their respective territories. A particular focus was placed on research fields addressing the challenges and opportunities presented by the blue economy and circular economy.

The EXPER consortium comprised ten partners and one affiliated entity from four European Union countries (Spain, Portugal, Germany, and Italy). This diverse partnership included representatives from the R&I ecosystems of the Azores and Canary Islands, encompassing two Higher Education Institutions (HEIs), governmental bodies, and a Small and Medium-sized Enterprise (SME). Complementing this were two HEIs from Germany and Italy and a German technological consultancy, forming a robust and multi-faceted team (partners listed in Table 1).



**Table 1. EXPER's Consortium.**

Nº	Role	Short Name	Participant organisation name	Country
1	Coordinator	ULPGC	UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA	ES
1.1	Affiliated Entity	FCPCT ULPGC	FUNDACION CANARIA PARQUE CIENTIFICO TECNOLOGICO DE LA UNIVERSIDAD DE LAS PALMAS DE GRAN CANARIA	ES
2	Beneficiary	UAc	UNIVERSIDADE DOS ACORES	PT
3	Beneficiary	UNICAL	UNIVERSITA DELLA CALABRIA	IT
4	Beneficiary	SPEGC	SOCIEDAD DE PROMOCION ECONOMICA DE GRAN CANARIA SA	ES
5	Beneficiary	EMERGE	ASOCIACION CANARIA DE STARTUPS EMPRESAS DE BASE TECNOLÓGICA E INVERSORES ANGELES	ES
6	Beneficiary	TERINOV	PCTTER ASSOCIACAO PARQUE DE CIENCIA E TECNOLOGIA DA ILHA TERCEIRA	PT
7	Beneficiary	ATRINEO AG	ATRINEO AG	DE
8	Beneficiary	CE	CONSULTA EUROPA PROJECTS AND INNOVATION SL	ES
9	Beneficiary	ITC	INSTITUTO TECNOLÓGICO DE CANARIAS, S.A.	ES
10	Beneficiary	UROS	UNIVERSITAET ROSTOCK	DE

### 3. UPDATE ON DISSEMINATION AND COMMUNICATION

The D&C activities of the EXPER project have been continuously monitored throughout the project's duration under WP7. Data has been collected on the implementation of dissemination actions, social media growth, event participation, and publication of press releases and newsletters. The tracking of these activities ensures alignment with the project's outreach and visibility objectives.

#### 3.1 EVALUATION OF COMMUNICATION ACTIVITIES

To assess the impact of D&C efforts, KPIs have been measured against the original targets set in Deliverable 7.1 submitted in M6 and updated in M18. Below is a summary of the achievements as of the final execution month of the EXPER project, March 2025:

##### 3.1.1 KPI'S ANALYSIS

The EXPER project established a set of KPIs to measure the effectiveness of its dissemination and communication strategy, as initially outlined in Deliverable 7.1 and its internal update on M18 delivered to the project coordinators (ULPGC). This section provides an in-depth analysis of the project's achievements in relation to these indicators, assessing the impact of various outreach efforts, media presence, and stakeholder engagement.

All partners actively contributed to the dissemination of the EXPER project through social media channels and in their respective regions. Their commitment ensured strong visibility, fostering engagement among relevant stakeholders in academia, policy, and industry. As a result, the project gained significant recognition within the sector and became well known among key actors in the four partnering countries.

The following table presents a comparative analysis of the KPI targets versus the final results achieved by the project. It highlights the effectiveness of the communication efforts undertaken and the extent to which the project successfully reached and engaged its intended audiences.

**Table 2. Dissemination and Communication KPIs**

Communication Activity	Indicator	Target	Achievement
Press Releases	Total published number	40 press releases	41 published
Newsletters	Total number issued	5 newsletters	5 published
	Readers per issue	100 readers per issue	Grew from 120 to 192 (+60%)
Social Media Followers	Total across platforms	1,000 followers	1,937 total
	Instagram		514 followers
	Facebook		520 followers
	LinkedIn		450 followers
	Twitter/X		453 followers

Communication Campaigns	Number of campaigns completed	5	5 completed
Synergies with EU Projects	Number of collaborations established	At least 6	6 achieved via ForTHEM project, EELISA InnoCORE project, Macaronight Project, ATHENA Equality project, Entrenovators Project, BlueGreen Governance Project.
Videos Produced	Total videos published	At least 3	6 videos
Project Website	Established	Launched in M3	Active throughout project
Dissemination Materials	Production and usage	Created in M3, used throughout project	Completed
Events Organised	Conferences & workshops	Multiple, as per all WP's objectives	Completed
Participation in External Events	Representation at conferences & meetings	At least 5 events attended	Achieved

The data demonstrates that the EXPER project successfully met or exceeded its dissemination and communication targets. The project actively engaged stakeholders through digital platforms, produced relevant materials, and maintained a robust presence at key events. The completion of all communication campaigns and the production of six videos further strengthened outreach efforts.

Moving forward, the final steps involve ensuring that all project materials remain accessible beyond the project's lifetime and that key learnings from dissemination activities are integrated into future initiatives. Detail on these efforts can be encountered in the following sections.

### 3.2 WEBSITE

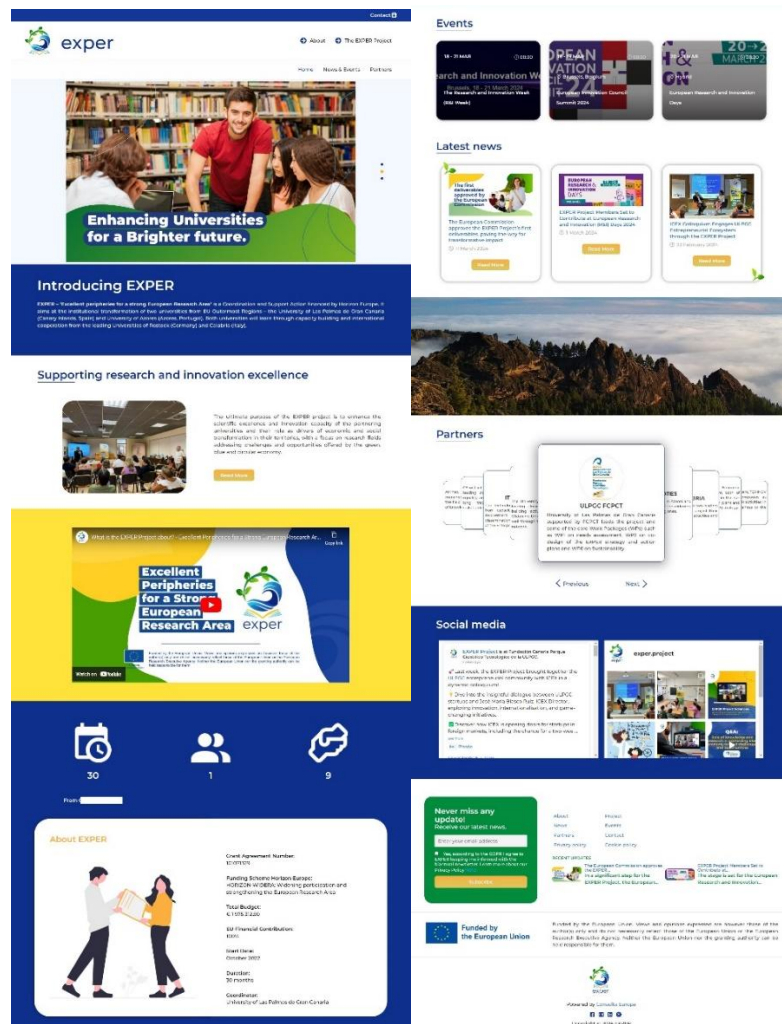
The EXPER project website was established in December 2022, corresponding to M3 of the project, and its structure and functionalities were detailed in D7.2. Since its inception, the website has played a fundamental role in the dissemination and communication strategy, serving as the central platform for sharing project updates, research findings, and engagement activities with stakeholders across the European Research Area. The website has been designed as a dynamic resource that evolves in response to the project's progress and the needs of its audience.

Throughout the project's duration, CE has been responsible for the maintenance and technical management of the website, ensuring that the platform remains fully operational, secure, and compliant with all relevant data protection regulations. This includes overseeing hosting services, server stability, and security protocols such as GDPR compliance and SSL encryption, as specified in D7.2. These measures have been crucial in safeguarding user data and maintaining a high standard of digital security in line with European Commission requirements.

The website has undergone several enhancements to improve usability, readability, and accessibility. The visual structure has been refined to create a more intuitive navigation experience, allowing visitors to access project information more efficiently. Additionally, dedicated sections have been introduced, including pages for project results, video

content, and newsletters, ensuring that all key outputs are readily available to both the general public and the scientific community.

Figure 1. Website Screenshot



From an analytical perspective, the website has recorded significant levels of engagement, reflecting its effectiveness as a dissemination tool. As of March 26th, 2025, the platform has received more than 12,954 visits, with over 32,043 recorded interactions, illustrating the high level of interest and engagement from users. Furthermore, the website has attracted a substantial number of unique visitors, with first-visit analytics indicating over 5,310 individual users exploring its content. This demonstrates the project's success in reaching a diverse audience and generating sustained interest in its objectives.

Figure 2. Visits to the EXPER Project website

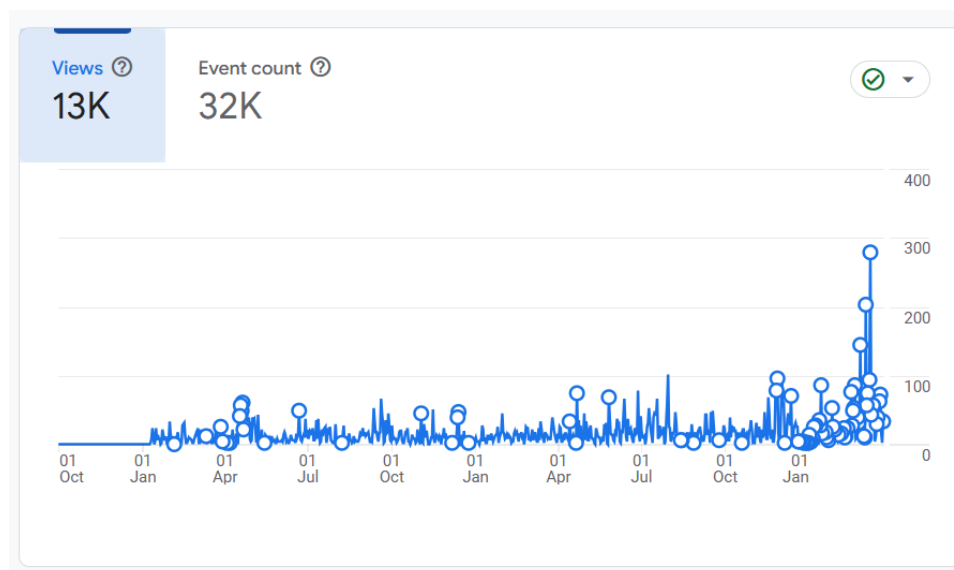


Figure below entails the total amount of visits the project has received to date.

Figure 3. Total users of the EXPER Website

<input type="checkbox"/>	Event name	+	↓ Event count
<input checked="" type="checkbox"/>	Total		32,043 100% of total
<input checked="" type="checkbox"/>	1 <a href="#">page_view</a>		12,954 (40.43%)
<input checked="" type="checkbox"/>	2 <a href="#">session_start</a>		7,792 (24.32%)
<input checked="" type="checkbox"/>	3 <a href="#">user_engagement</a>		5,987 (18.68%)
<input checked="" type="checkbox"/>	4 <a href="#">first_visit</a>		5,310 (16.57%)

The EXPER website remains a key asset in maintaining the project's visibility beyond its official timeline. As a repository of knowledge, the platform will continue to serve as a reference point for stakeholders, ensuring that the project's findings and achievements remain accessible for future research, policy development, and innovation efforts.

### 3.3 SOCIAL MEDIA

Social media has played a crucial role in the dissemination and communication strategy of the EXPER project. From the outset, the project established an active presence on major platforms, including Twitter/X, Instagram, Facebook, and LinkedIn. These channels have been instrumental in increasing visibility, fostering engagement with target audiences, and amplifying the project's key messages. Social media has enabled direct interaction with stakeholders, including academia, policymakers, industry

representatives, and the general public, strengthening the project's impact across the European Research Area.

Throughout the project's duration, regular updates have been shared to inform followers about ongoing activities, achievements, and relevant developments. These include project results, events, press releases, interviews, and collaborative initiatives. The content strategy has been designed to ensure relevance to different target groups, aligning with the objectives set forth in D7.1 and its update in M18.

### 3.3.1 SOCIAL MEDIA INSIGHTS

The social media strategy implemented by the EXPER project has been based on a combination of organic reach and strategic paid promotion. Each platform has served a specific purpose in targeting key audiences and delivering tailored content. Below is an overview of the performance and impact of each platform as of March 2025.

🌐 Facebook: <https://www.facebook.com/people/Exper-Project/100084321360522/>

The Facebook page has served as a central hub for promoting EXPER's activities to a broad audience. Given Facebook's extensive user base, it has been a key tool in reaching both general audiences and specific interest groups. The platform's ability to host multimedia content, event promotions, and targeted advertisements has allowed the project to engage with a diverse range of stakeholders. Advertising efforts have been strategically implemented to increase outreach in the project's partnering countries, ensuring alignment with the communication campaigns outlined in the dissemination strategy.

Figure 4. Facebook Screenshot





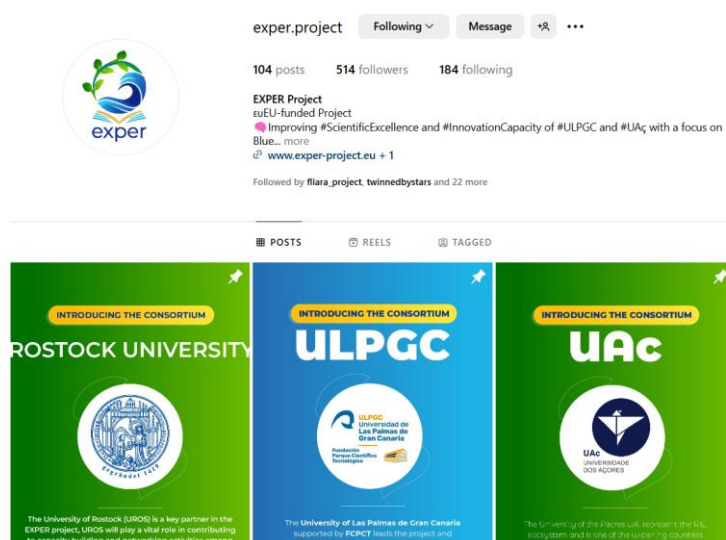
With an outreach of 77,611 users, Facebook has been instrumental in generating awareness and fostering discussion around the project's themes. Engagement levels have been bolstered through interactive content, including video posts, event invitations, and knowledge-sharing activities.

Figure 5. Facebook Insights



Instagram: <https://www.instagram.com/exper.project/>

Figure 6. Instagram Screenshot

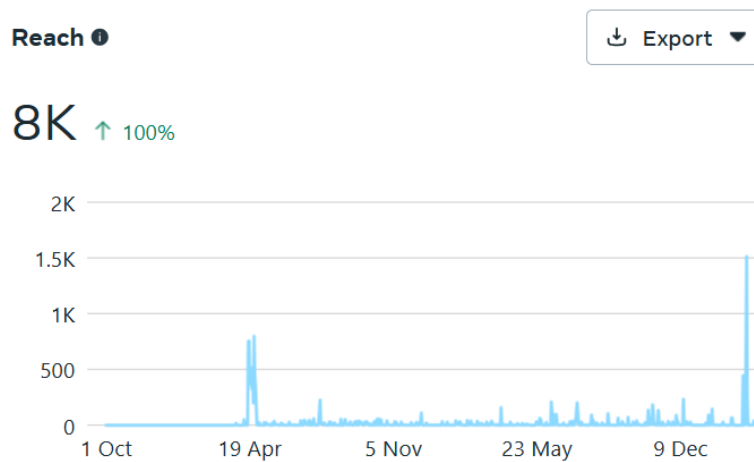


Instagram has been leveraged primarily to enhance engagement with local communities, particularly in the Canary Islands and the Azores. The platform's visual nature has made it an effective tool for storytelling, providing an opportunity to showcase project activities

through imagery and short videos. It has also been used to highlight key project milestones, feature interviews with researchers, and promote science-related events in an engaging and accessible format.

As of March 2025, the project's Instagram account has reached more than 8,008 users. The platform's built-in interactive features, such as stories, polls, and reels, have contributed to maintaining a dynamic and engaging presence.

Figure 7. Instagram Insights



Twitter/X: <https://twitter.com/ExperProject>

Figure 8. Twitter/X Screenshot

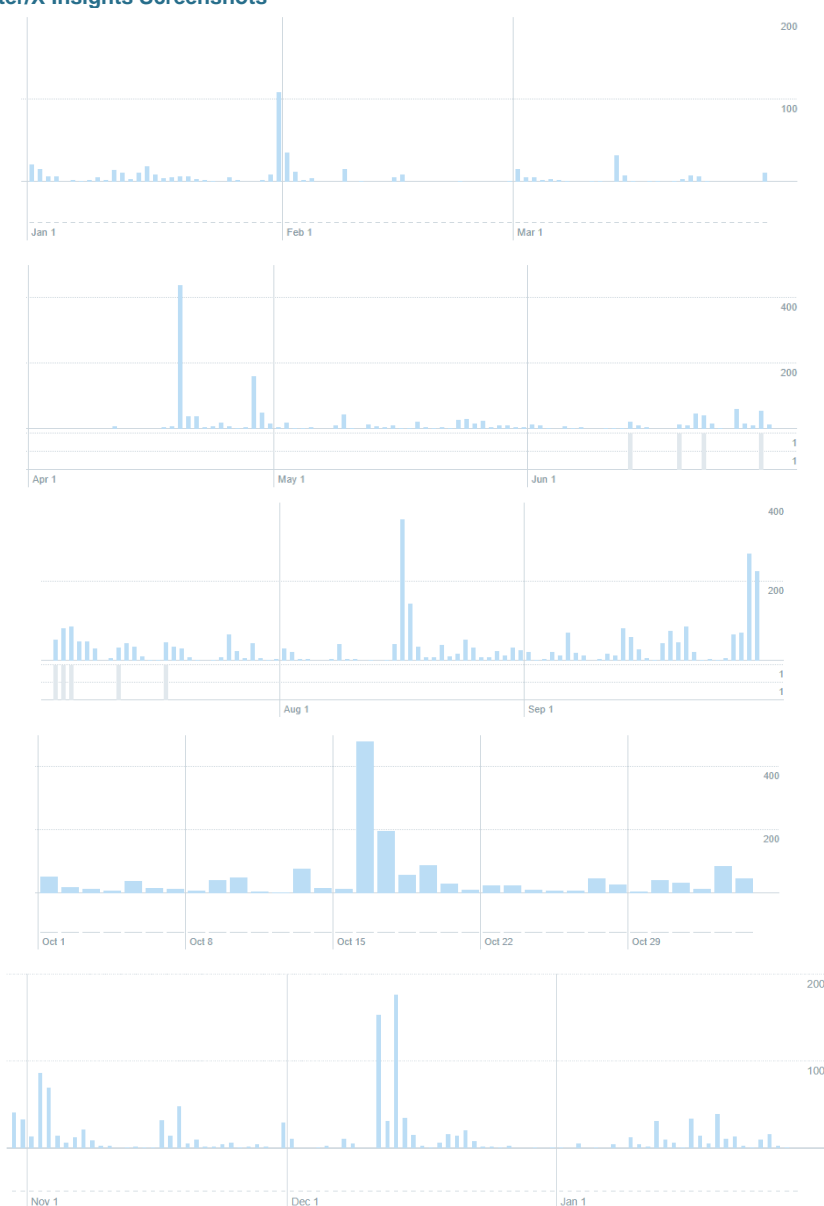


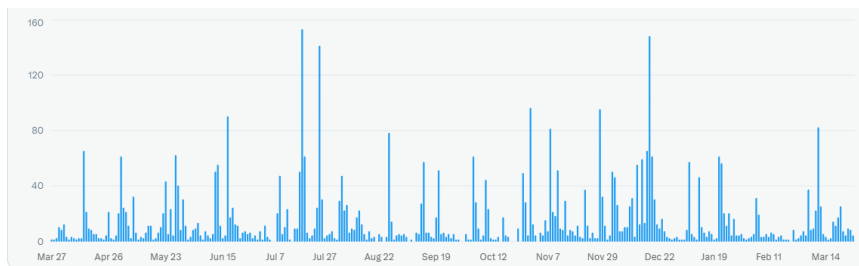
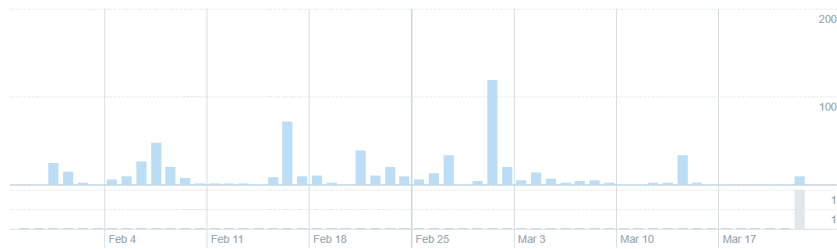


Twitter/X has been a vital platform for real-time communication and interaction with stakeholders. It has been particularly effective in engaging the scientific community, policymakers, and other European projects through reposts, mentions, and direct interactions. The platform has also facilitated participation in broader conversations about research excellence, innovation, and higher education policies, thereby positioning EXPER as an active contributor to relevant discussions.

The account has maintained a strong presence, with an organic outreach of 13,669 users. The ease of sharing content has led to increased engagement with other EU-funded projects, reinforcing synergies and collaborative opportunities.

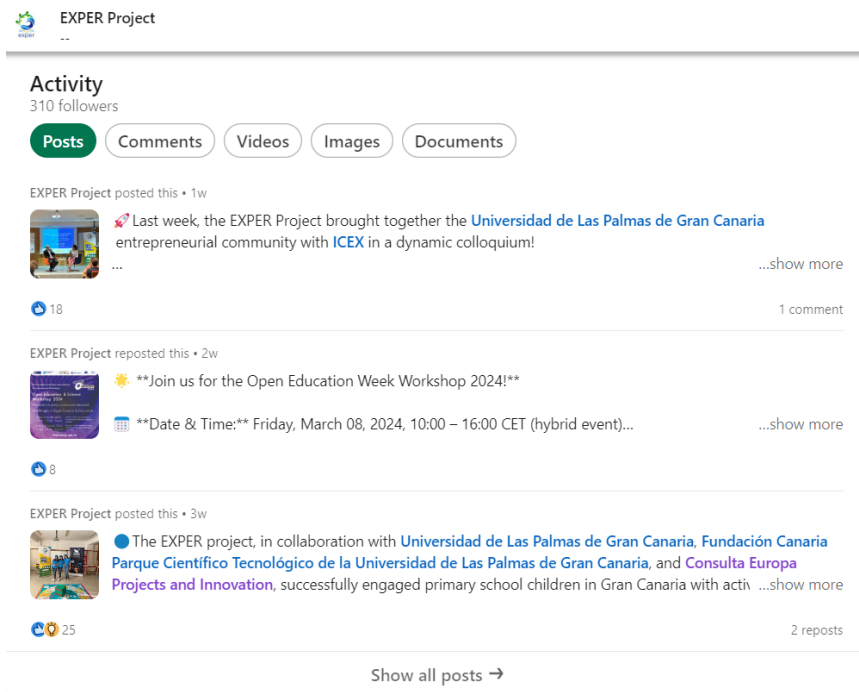
**Figure 9. Twitter/X Insights Screenshots**





LinkedIn: <https://www.linkedin.com/in/exper-project-60abbb246/>

Figure 10. LinkedIn Screenshot

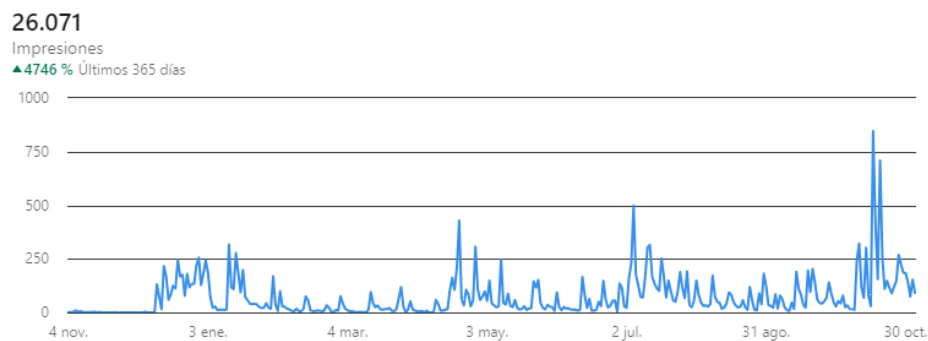


As the primary platform for professional networking, LinkedIn has been essential in connecting EXPER with the academic and business sectors. The platform has been used

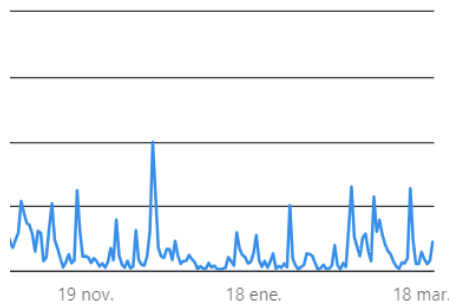
to share in-depth updates on project findings, promote scientific publications, and establish connections with key industry figures.

The content shared on LinkedIn has been designed to be informative and professional, catering to a specialised audience. The project has generated over 30,000 impressions, with engagement from higher education institutions, researchers, and innovation-driven enterprises. The platform's networking capabilities have facilitated connecting with experts and researchers around knowledge transfer, talent attraction, and research collaboration.

**Figure 11. LinkedIn Insights from the 1st year of the project (october 2022 to october 2023)**

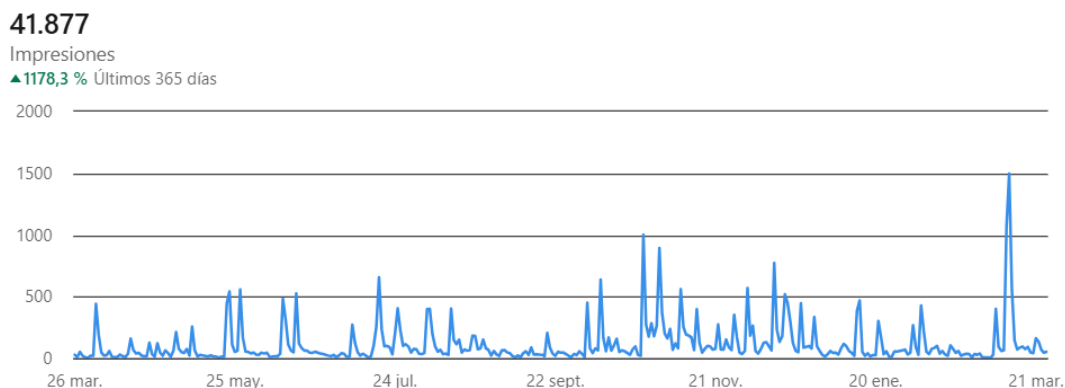


**Figure 12. LinkedIn Insights from october 2023 to march 2024**



During the final year of the project (March 2024–March 2025), LinkedIn engagement reached 41,877 users, reinforcing its role in driving meaningful interactions within the academic and innovation ecosystems.

Figure 13. Insights on LinkedIn from march 2024 to march 2025



The sustained and strategic use of social media has significantly contributed to the success of the EXPER project's dissemination efforts. The project has been able to tailor its messaging to different stakeholder groups, maximising its outreach and engagement by leveraging multiple platforms. As the project nears completion, the social media channels will continue to serve as repositories of valuable information. Ensuring the long-term accessibility of key posts and discussions will be essential for maintaining the project's impact beyond its official duration. Moving forward, the established networks and connections fostered through these platforms will provide a strong foundation for future collaborations in the field of research and innovation.

### 3.3.2 NEWSLETTER AND MAILING CAMPAIGNS

Newsletters and mailing campaigns have been instrumental in enhancing the visibility and outreach of the EXPER project. These communication tools have served as key channels for disseminating project updates, engaging stakeholders, and ensuring continuous interaction with the academic, research, and policy communities. Through carefully crafted newsletters and targeted email campaigns, the project has successfully maintained an active dialogue with its audience, reinforcing its impact across multiple regions.

A total of five newsletters have been produced throughout the project's lifespan, each providing insights into the latest developments, milestones, and achievements of EXPER. These newsletters are publicly accessible through the project's website at <https://exper-project.eu/newsletters>, ensuring transparency and ease of access for stakeholders and the general public.

In addition to being available online, newsletters were also distributed via a dedicated mailing tool to a growing subscriber base. By the 26th of March 2025, the EXPER project had accumulated 417 registered subscribers, a testament to the sustained interest in the project's activities. Beyond direct mailing, social media networks played a crucial role in further amplifying the reach of each newsletter, allowing for broader dissemination and engagement.

Figure 14. Newsletters' preview



Beyond newsletters, mailing campaigns were strategically employed to support key initiatives within the project. These campaigns played a pivotal role in promoting various training activities, workshops, and major events organised under different work packages:

- Invitations and updates for WP5 training sessions, ensuring that participants were well-informed about the learning opportunities provided by the project.
- Announcements and logistical details regarding WP4 summer schools, held in the Azores and the Canary Islands, aimed at fostering knowledge exchange and collaboration among researchers, students, and industry professionals.
- Targeted communication campaigns for the WP7 final conference, maximising attendance and engagement from stakeholders across academia, policy, and industry sectors.

Figure 15. Mailing campaigns preview



Each mailing campaign was meticulously structured to provide relevant and timely information. Initial invitations were accompanied by registration forms, allowing interested participants to sign up efficiently. As the events approached, reminder emails

and connection links were sent to ensure high levels of participation and seamless access to virtual components where applicable. Additionally, post-event communications were dispatched to provide attendees with certificates of participation, further enhancing the project's professional engagement and credibility.

The combined use of newsletters and mailing campaigns has significantly strengthened the EXPER project's dissemination efforts. EXPER has effectively maintained a high level of engagement with its diverse audience by leveraging a multi-channel approach that integrates website accessibility, direct email outreach, and social media amplification.

### 3.3.3 EARNED MEDIA

Throughout the project's duration, press releases have consistently been issued via the project's website to highlight its objectives, anticipated results, and long-term impact. These press releases have been strategically disseminated to coincide with significant project milestones and key events by the consortium, ensuring that updates reach a broad audience. A total of 80 press releases have been published and widely circulated across digital platforms and social media networks, reinforcing the visibility of the project.

The following table outlines the internal media publications or press releases that have reported on the EXPER project website by CE:

**Table 3. Press Releases**

DATE	Published in	TARGET	LINK
14/10/2022	EXPER Website	General public	<a href="https://exper-project.eu/exper-kicks-off-to-enhance-the-outermost-regions-potential-for-a-stronger-european-research-area/">https://exper-project.eu/exper-kicks-off-to-enhance-the-outermost-regions-potential-for-a-stronger-european-research-area/</a>
31/03/2023	EXPER Website	General public	<a href="https://exper-project.eu/exper-project-launches-its-first-newsletter/">https://exper-project.eu/exper-project-launches-its-first-newsletter/</a>
17/04/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-project-launches-campaign-to-define-the-vision-and-the-mission-of-university-of-las-palmas-de-gran-canaria/">https://exper-project.eu/exper-project-launches-campaign-to-define-the-vision-and-the-mission-of-university-of-las-palmas-de-gran-canaria/</a>
21/04/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/campaign-to-define-the-vision-and-the-mission-of-university-of-the-azores-has-been-launched/">https://exper-project.eu/campaign-to-define-the-vision-and-the-mission-of-university-of-the-azores-has-been-launched/</a>
28/04/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/ulpgc-baseline-workshop-sets-path-for-university-vision-and-mission-with-exper-co-design-methodology/">https://exper-project.eu/ulpgc-baseline-workshop-sets-path-for-university-vision-and-mission-with-exper-co-design-methodology/</a>
12/5/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/the-exper-project-celebrated-the-international-girls-in-ict-day-with-el-futuro-es-femenino-event/">https://exper-project.eu/the-exper-project-celebrated-the-international-girls-in-ict-day-with-el-futuro-es-femenino-event/</a>
23/05/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/baseline-workshop-sets-the-foundation-for-the-vision-and-mission-of-the-university-of-the-azores-uac-within-the-framework-of-the-exper-project/">https://exper-project.eu/baseline-workshop-sets-the-foundation-for-the-vision-and-mission-of-the-university-of-the-azores-uac-within-the-framework-of-the-exper-project/</a>
5/6/2023	EXPER Website	General public	<a href="https://exper-project.eu/widening-heis-lay-foundation-for-vision-and-mission-successful-phase-completion-by-ulpgc-and-uac/">https://exper-project.eu/widening-heis-lay-foundation-for-vision-and-mission-successful-phase-completion-by-ulpgc-and-uac/</a>
15/06/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-project-facilitates-staff-exchanges-to-enhance-knowledge-transfer-talent-attraction-and-research-excellence/">https://exper-project.eu/exper-project-facilitates-staff-exchanges-to-enhance-knowledge-transfer-talent-attraction-and-research-excellence/</a>
3/7/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/european-universities-alliances-expanding-and-thriving/">https://exper-project.eu/european-universities-alliances-expanding-and-thriving/</a>
5/7/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/university-of-rostock-shares-expertise-with-university-of-the-azores-and-university-of-las-palmas-de-gran-canaria/">https://exper-project.eu/university-of-rostock-shares-expertise-with-university-of-the-azores-and-university-of-las-palmas-de-gran-canaria/</a>
17/01/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/enhancing-capabilities-for-talent-attraction-research-excellence-and-knowledge-transfer-assessing-uac-and-ulpgc/">https://exper-project.eu/enhancing-capabilities-for-talent-attraction-research-excellence-and-knowledge-transfer-assessing-uac-and-ulpgc/</a>



28/07/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/university-of-the-azores-at-eu-funding-opportunities-mission-ocean-and-blueinvest-meeting/">https://exper-project.eu/university-of-the-azores-at-eu-funding-opportunities-mission-ocean-and-blueinvest-meeting/</a>
16/08/2023	EXPER Website	General public	<a href="https://exper-project.eu/exper-project-to-collaborate-in-patents-week-by-ulpqc/">https://exper-project.eu/exper-project-to-collaborate-in-patents-week-by-ulpqc/</a>
23/08/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-project-presents-pathways-to-progress-online-workshop-on-european-universities-alliances/">https://exper-project.eu/exper-project-presents-pathways-to-progress-online-workshop-on-european-universities-alliances/</a>
30/08/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/meet-the-e%c2%b3udres%c2%b2-ent-r-e-novators-project/">https://exper-project.eu/meet-the-e%c2%b3udres%c2%b2-ent-r-e-novators-project/</a>
5/9/2023	EXPER Website	General public	<a href="https://exper-project.eu/macaronight-2023-september-28th-and-29th/">https://exper-project.eu/macaronight-2023-september-28th-and-29th/</a>
6/9/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/ulpqc-to-collaborate-with-the-unical-in-staff-exchange-under-the-exper-project/">https://exper-project.eu/ulpqc-to-collaborate-with-the-unical-in-staff-exchange-under-the-exper-project/</a>
12/9/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/successful-completion-of-staff-exchanges-for-ulpqc-in-the-exper-project/">https://exper-project.eu/successful-completion-of-staff-exchanges-for-ulpqc-in-the-exper-project/</a>
18/09/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/experience-the-future-of-european-research-the-exper-project-workshops/">https://exper-project.eu/experience-the-future-of-european-research-the-exper-project-workshops/</a>
20/09/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-project-celebrates-successful-workshop-on-best-practices-from-european-universities-alliances/">https://exper-project.eu/exper-project-celebrates-successful-workshop-on-best-practices-from-european-universities-alliances/</a>
27/09/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/coming-soon-individual-strategy-sessions-for-widening-heis-in-the-exper-project/">https://exper-project.eu/coming-soon-individual-strategy-sessions-for-widening-heis-in-the-exper-project/</a>
27/09/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-project-concludes-best-practices-workshops-with-uros/">https://exper-project.eu/exper-project-concludes-best-practices-workshops-with-uros/</a>
8/10/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-projects-first-general-assembly-set-to-advance-science-innovation-and-collaboration/">https://exper-project.eu/exper-projects-first-general-assembly-set-to-advance-science-innovation-and-collaboration/</a>
17/10/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-project-consortium-meets-on-sao-miguel-island-to-advance-research-and-collaboration/">https://exper-project.eu/exper-project-consortium-meets-on-sao-miguel-island-to-advance-research-and-collaboration/</a>
27/10/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/university-of-las-palmas-de-gran-canaria-embarks-on-a-visionary-journey-with-the-exper-project/">https://exper-project.eu/university-of-las-palmas-de-gran-canaria-embarks-on-a-visionary-journey-with-the-exper-project/</a>
16/11/2023	EXPER Website	General public	<a href="https://exper-project.eu/horizon-europe-showcases-the-exper-project-for-institutional-transformation-in-eu-outermost-regions/">https://exper-project.eu/horizon-europe-showcases-the-exper-project-for-institutional-transformation-in-eu-outermost-regions/</a>
30/11/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/ulpqc-advances-individual-strategy-within-the-exper-project/">https://exper-project.eu/ulpqc-advances-individual-strategy-within-the-exper-project/</a>
11/12/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/university-of-the-azores-advances-their-individual-strategy/">https://exper-project.eu/university-of-the-azores-advances-their-individual-strategy/</a>
13/12/2023	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-successfully-presented-first-periodic-report-to-european-commission/">https://exper-project.eu/exper-successfully-presented-first-periodic-report-to-european-commission/</a>
25/01/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-project-empowers-young-minds-on-international-day-of-women-and-girls-in-science/">https://exper-project.eu/exper-project-empowers-young-minds-on-international-day-of-women-and-girls-in-science/</a>
31/01/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/the-university-of-the-azores-shapes-a-future-course-with-the-exper-project/">https://exper-project.eu/the-university-of-the-azores-shapes-a-future-course-with-the-exper-project/</a>
15/02/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-project-advances-establishing-societal-challenges-working-groups-for-sustainable-solutions/">https://exper-project.eu/exper-project-advances-establishing-societal-challenges-working-groups-for-sustainable-solutions/</a>
16/02/2024	EXPER Website	General public	<a href="https://exper-project.eu/scientists-and-achievements-celebrating-international-day-of-women-and-girls-in-science/">https://exper-project.eu/scientists-and-achievements-celebrating-international-day-of-women-and-girls-in-science/</a>
19/02/2024	EXPER Website	Civil Society	<a href="https://exper-project.eu/ulpqc-hosts-colloquium-on-innovation-and-internationalisation-with-icex-director/">https://exper-project.eu/ulpqc-hosts-colloquium-on-innovation-and-internationalisation-with-icex-director/</a>
22/02/2024	EXPER Website	Industry	<a href="https://exper-project.eu/icex-colloquium-engages-ulpqc-entrepreneurial-ecosystem-through-the-exper-project/">https://exper-project.eu/icex-colloquium-engages-ulpqc-entrepreneurial-ecosystem-through-the-exper-project/</a>
1/3/2024	EXPER Website	Policy makers	<a href="https://exper-project.eu/exper-project-members-set-to-contribute-at-european-research-and-innovation-ri-days-2024/">https://exper-project.eu/exper-project-members-set-to-contribute-at-european-research-and-innovation-ri-days-2024/</a>
5/3/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/ulpqc-and-uac-collaboration-explores-joint-strategy-under-the-exper-project/">https://exper-project.eu/ulpqc-and-uac-collaboration-explores-joint-strategy-under-the-exper-project/</a>
11/3/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/the-european-commission-approves-the-exper-projects-first-deliverables-paving-the-way-for-transformative-impact/">https://exper-project.eu/the-european-commission-approves-the-exper-projects-first-deliverables-paving-the-way-for-transformative-impact/</a>
22/03/2024	EXPER Website	General public	<a href="https://exper-project.eu/european-research-and-innovation-days-ri-days-2024-fostering-collaboration-and-advancement/">https://exper-project.eu/european-research-and-innovation-days-ri-days-2024-fostering-collaboration-and-advancement/</a>
15/04/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/from-research-to-idea-a-training-workshop-by-atrimeo-under-the-exper-project/">https://exper-project.eu/from-research-to-idea-a-training-workshop-by-atrimeo-under-the-exper-project/</a>
26/04/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/the-university-we-want-essay-call-sparks-youth-dialogue-on-green-and-blue-economy/">https://exper-project.eu/the-university-we-want-essay-call-sparks-youth-dialogue-on-green-and-blue-economy/</a>
2/5/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exciting-entrepreneurship-and-innovation-opportunity-at-ulpqc-with-the-exper-project/">https://exper-project.eu/exciting-entrepreneurship-and-innovation-opportunity-at-ulpqc-with-the-exper-project/</a>
10/5/2024	EXPER Website	General public	<a href="https://exper-project.eu/exper-project-to-feature-at-open-science-workshop-led-by-ent-r-e-novators-project/">https://exper-project.eu/exper-project-to-feature-at-open-science-workshop-led-by-ent-r-e-novators-project/</a>

22/05/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/ulpgc-and-ce-team-promote-the-university-we-want-essay-call-to-gran-canaria-students/">https://exper-project.eu/ulpgc-and-ce-team-promote-the-university-we-want-essay-call-to-gran-canaria-students/</a>
23/05/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/the-summer-school-of-the-exper-project-will-reinforce-the-knowledge-and-the-writing-of-proposals-for-horizon-europe-in-gran-canaria/">https://exper-project.eu/the-summer-school-of-the-exper-project-will-reinforce-the-knowledge-and-the-writing-of-proposals-for-horizon-europe-in-gran-canaria/</a>
12/6/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/launched-clab-model-at-ulpgc-to-foster-innovation-and-entrepreneurship/">https://exper-project.eu/launched-clab-model-at-ulpgc-to-foster-innovation-and-entrepreneurship/</a>
13/06/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/ulpgc-delegation-visits-kit-in-germany-for-knowledge-transfer-insights/">https://exper-project.eu/ulpgc-delegation-visits-kit-in-germany-for-knowledge-transfer-insights/</a>
17/06/2024	EXPER Website	Industry	<a href="https://exper-project.eu/spegc-hosts-pioneering-training-session-to-foster-university-business-collaboration/">https://exper-project.eu/spegc-hosts-pioneering-training-session-to-foster-university-business-collaboration/</a>
16/07/2024	EXPER Website	General public	<a href="https://exper-project.eu/open-science-and-communication-technology-transfer-and-proposal-writing-for-excellent-research-and-innovation/">https://exper-project.eu/open-science-and-communication-technology-transfer-and-proposal-writing-for-excellent-research-and-innovation/</a>
18/07/2024	EXPER Website	General Public	<a href="https://exper-project.eu/exper-projects-innovative-team-building-event-in-gran-canaria/">https://exper-project.eu/exper-projects-innovative-team-building-event-in-gran-canaria/</a>
24/07/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-summer-school-concluded-in-gran-canaria/">https://exper-project.eu/exper-summer-school-concluded-in-gran-canaria/</a>
8/8/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/the-exper-projects-core-societal-challenges-working-groups-set-strategic-course-at-gran-canaria-summer-school/">https://exper-project.eu/the-exper-projects-core-societal-challenges-working-groups-set-strategic-course-at-gran-canaria-summer-school/</a>
3/9/2024	EXPER Website	General public	<a href="https://exper-project.eu/join-us-for-a-workshop-on-gender-diversity-and-equality-october-29-2024/">https://exper-project.eu/join-us-for-a-workshop-on-gender-diversity-and-equality-october-29-2024/</a>
10/9/2024	EXPER Website	General Public	<a href="https://exper-project.eu/clab-ulpgc-fosters-social-innovation-future-entrepreneurs-draw-inspiration-from-diversity4equality/">https://exper-project.eu/clab-ulpgc-fosters-social-innovation-future-entrepreneurs-draw-inspiration-from-diversity4equality/</a>
30/09/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/successful-online-summer-school-explores-open-science-technology-transfer-and-horizon-europe-proposal-writing/">https://exper-project.eu/successful-online-summer-school-explores-open-science-technology-transfer-and-horizon-europe-proposal-writing/</a>
9/10/2024	EXPER Website	General Public	<a href="https://exper-project.eu/azores-students-share-vision-for-the-future-of-universities-in-the-university-we-want-contest/">https://exper-project.eu/azores-students-share-vision-for-the-future-of-universities-in-the-university-we-want-contest/</a>
10/10/2024	EXPER Website	General Public	<a href="https://exper-project.eu/exper-project-to-host-from-research-to-idea-training-on-innovation-and-technology-transfer/">https://exper-project.eu/exper-project-to-host-from-research-to-idea-training-on-innovation-and-technology-transfer/</a>
15/10/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/meeting-held-to-strengthen-patent-support-at-ulpgc/">https://exper-project.eu/meeting-held-to-strengthen-patent-support-at-ulpgc/</a>
25/10/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/second-general-assembly-of-the-exper-project-brings-consortium-together-at-the-university-of-calabria/">https://exper-project.eu/second-general-assembly-of-the-exper-project-brings-consortium-together-at-the-university-of-calabria/</a>
29/10/2024	EXPER Website	General Public	<a href="https://exper-project.eu/the-exper-and-athena-equality-projects-host-dynamic-workshop-on-gender-equality-and-diversity-at-ulpgc/">https://exper-project.eu/the-exper-and-athena-equality-projects-host-dynamic-workshop-on-gender-equality-and-diversity-at-ulpgc/</a>
12/11/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/technical-conference-on-knowledge-transfer-and-european-projects-in-the-canary-islands-held-at-ulpgc/">https://exper-project.eu/technical-conference-on-knowledge-transfer-and-european-projects-in-the-canary-islands-held-at-ulpgc/</a>
14/11/2024	EXPER Website	General Public	<a href="https://exper-project.eu/clab-ulpgc-final-competition-young-innovators-to-present-sustainable-business-ideas-with-real-world-impact/">https://exper-project.eu/clab-ulpgc-final-competition-young-innovators-to-present-sustainable-business-ideas-with-real-world-impact/</a>
19/11/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/investigafest-an-event-of-research-collaboration-and-networking/">https://exper-project.eu/investigafest-an-event-of-research-collaboration-and-networking/</a>
22/11/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/youth-researchers-tackle-brain-drain-challenges/">https://exper-project.eu/youth-researchers-tackle-brain-drain-challenges/</a>
26/11/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-project-invites-you-to-online-seminars-bridging-excellence-in-peripheral-regions/">https://exper-project.eu/exper-project-invites-you-to-online-seminars-bridging-excellence-in-peripheral-regions/</a>
12/12/2024	EXPER Website	General Public	<a href="https://exper-project.eu/innovation-takes-centre-stage-clab-ulpgc-final-competition-showcases-entrepreneurial-talent/">https://exper-project.eu/innovation-takes-centre-stage-clab-ulpgc-final-competition-showcases-entrepreneurial-talent/</a>
18/12/2024	EXPER Website	Scientific Community	<a href="https://exper-project.eu/investigafest-fosters-innovation-and-connection-in-the-canary-islands/">https://exper-project.eu/investigafest-fosters-innovation-and-connection-in-the-canary-islands/</a>
20/01/2025	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-final-conference-building-sustainable-innovation-ecosystems-in-widening-regions/">https://exper-project.eu/exper-final-conference-building-sustainable-innovation-ecosystems-in-widening-regions/</a>
28/01/2025	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-project-successfully-concluded-online-seminar-series-on-bridging-excellence-among-peripheral-regions/">https://exper-project.eu/exper-project-successfully-concluded-online-seminar-series-on-bridging-excellence-among-peripheral-regions/</a>
05/02/2025	EXPER Website	Scientific Community	<a href="https://exper-project.eu/online-seminar-retaining-and-attracting-research-talent-in-europe-challenges-strategies-and-solutions/">https://exper-project.eu/online-seminar-retaining-and-attracting-research-talent-in-europe-challenges-strategies-and-solutions/</a>
12/02/2025	EXPER Website	Scientific Community	<a href="https://exper-project.eu/university-of-azores-gathers-experts-to-shape-diversity-strategy-in-key-focus-group/">https://exper-project.eu/university-of-azores-gathers-experts-to-shape-diversity-strategy-in-key-focus-group/</a>
13/02/2025	EXPER Website	Scientific Community	<a href="https://exper-project.eu/pelagos-a-new-marine-reforestation-spin-off-in-the-canary-islands/">https://exper-project.eu/pelagos-a-new-marine-reforestation-spin-off-in-the-canary-islands/</a>
19/02/2025	EXPER Website	Scientific Community	<a href="https://exper-project.eu/terinov-event-bridges-gap-between-academia-business-and-society-in-blue-and-green-ri/">https://exper-project.eu/terinov-event-bridges-gap-between-academia-business-and-society-in-blue-and-green-ri/</a>
20/02/2025	EXPER Website	Scientific Community	<a href="https://exper-project.eu/online-seminar-tackles-research-talent-retention-challenges-in-europe/">https://exper-project.eu/online-seminar-tackles-research-talent-retention-challenges-in-europe/</a>
10/03/2025	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-final-conference-shaping-the-future-of-research-in-europes-outermost-regions/">https://exper-project.eu/exper-final-conference-shaping-the-future-of-research-in-europes-outermost-regions/</a>



14/03/2025	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-project-holds-final-steering-committee-meeting-in-las-palmas-de-gran-canaria/">https://exper-project.eu/exper-project-holds-final-steering-committee-meeting-in-las-palmas-de-gran-canaria/</a>
18/03/2025	EXPER Website	General Public	<a href="https://exper-project.eu/university-essay-call-inspires-youth-dialogue-on-green-and-blue-economy/">https://exper-project.eu/university-essay-call-inspires-youth-dialogue-on-green-and-blue-economy/</a>
19/03/2025	EXPER Website	Scientific Community	<a href="https://exper-project.eu/exper-project-advances-spin-off-support-strategy-with-key-coordination-meeting-in-spain/">https://exper-project.eu/exper-project-advances-spin-off-support-strategy-with-key-coordination-meeting-in-spain/</a>
20/03/2025	EXPER Website	Scientific Community	<a href="https://exper-project.eu/clab-ulpgc-winners-visit-unical-for-an-immersive-entrepreneurial-experience/">https://exper-project.eu/clab-ulpgc-winners-visit-unical-for-an-immersive-entrepreneurial-experience/</a>

Additionally, beyond the project's own press releases, EXPER has been featured in numerous external media publications. The table below details 41 media appearances, providing a comprehensive overview of the project's exposure across various communication channels in the partnering countries:

**Table 4. Media Appearances**

MEDIA / PARTNER	Link	Title
ULPGC	<a href="https://www.ulpgc.es/noticia/2022/05/25/ulpgc-capta-medio-millon-euros-desarrollar-proyecto-exper-potenciar-capacidades">https://www.ulpgc.es/noticia/2022/05/25/ulpgc-capta-medio-millon-euros-desarrollar-proyecto-exper-potenciar-capacidades</a>	La ULPGC capta medio millón de euros con el proyecto EXPER para potenciar las capacidades de investigación e innovación
ITC	<a href="https://www.itccanarias.org/web/es/actualidad/noticias/impulsar-redes-de-investigacion-de-excelencia-objetivo-del-proyecto-exper">https://www.itccanarias.org/web/es/actualidad/noticias/impulsar-redes-de-investigacion-de-excelencia-objetivo-del-proyecto-exper</a>	Impulsar redes de investigación de excelencia, objetivo del proyecto EXPER
UROS	<a href="https://www.bwl.uni-rostock.de/institut/forschungsprojekte-in-prozessen-digitalisierung-prof-dr-michael-lever/exper/">https://www.bwl.uni-rostock.de/institut/forschungsprojekte-in-prozessen-digitalisierung-prof-dr-michael-lever/exper/</a>	Projekt "EXPER (Excellent Peripheries for a strong European Research Area)"
ULPGC	<a href="https://www.ulpgc.es/noticia/2022/10/11/socios-del-exper-se-reunen-dar-inicio-al-proyecto-horizonte-europa-excelencia">https://www.ulpgc.es/noticia/2022/10/11/socios-del-exper-se-reunen-dar-inicio-al-proyecto-horizonte-europa-excelencia</a>	Puesta en marcha del proyecto europeo EXPER para potenciar la investigación, la innovación y la transferencia de conocimiento en la ULPGC
ULPGC	<a href="https://otri.ulpgc.es/the-european-exper-project-to-strengthen-the-outermost-regions-universities-begins/">https://otri.ulpgc.es/the-european-exper-project-to-strengthen-the-outermost-regions-universities-begins/</a>	The European EXPER project to strengthen the outermost regions' universities begins
ITC	<a href="https://www.itccanarias.org/web/es/actualidad/noticias/arranca-el-proyecto-europeo-exper-de-alianza-entre-universidades-y-agentes-de-investigacion-de-excelencia-en-las-regiones-ultraperifericas">https://www.itccanarias.org/web/es/actualidad/noticias/arranca-el-proyecto-europeo-exper-de-alianza-entre-universidades-y-agentes-de-investigacion-de-excelencia-en-las-regiones-ultraperifericas</a>	Arranca el proyecto europeo EXPER de alianza entre universidades y agentes de investigación de excelencia en las regiones ultraperiféricas
CE	<a href="https://consulta-europa.com/es/exper-kicks-off-to-enhance-the-outermost-regions-potential-for-a-stronger-european-research-area/">https://consulta-europa.com/es/exper-kicks-off-to-enhance-the-outermost-regions-potential-for-a-stronger-european-research-area/</a>	Comienza el proyecto EXPER para mejorar el potencial de las Regiones Ultraperiféricas para un Espacio Europeo de Investigación más fuerte
UAC	<a href="https://noticias.uac.pt/uac-integra-consorcio-do-projeto-exper-excelencia-das-regioes-perifericas-no-espaco-europeu-de-investigacao/">https://noticias.uac.pt/uac-integra-consorcio-do-projeto-exper-excelencia-das-regioes-perifericas-no-espaco-europeu-de-investigacao/</a>	UAC integra consórcio do projeto EXPER – “Excelência das regiões periféricas no Espaço Europeu de Investigação”
FCPCT	<a href="https://www.fpct.ulpgc.es/en/noticias/item/704-the-european-exper-project-to-strengthen-the-outermost-regions-universities-begins.html">https://www.fpct.ulpgc.es/en/noticias/item/704-the-european-exper-project-to-strengthen-the-outermost-regions-universities-begins.html</a>	THE EUROPEAN EXPER PROJECT TO STRENGTHEN THE OUTERMOST REGIONS' UNIVERSITIES BEGINS
TERINOV	<a href="https://www.facebook.com/terinovazores/posts/pfbid0UrM6eKSQYkzYMiDaybro9KBEuWMTFm5a2RA5hwDoMQmn87YVbqdvko9iZ2NpnG7ql">https://www.facebook.com/terinovazores/posts/pfbid0UrM6eKSQYkzYMiDaybro9KBEuWMTFm5a2RA5hwDoMQmn87YVbqdvko9iZ2NpnG7ql</a>	Kick-off meeting do projeto EXPER

<b>UROS</b>	<a href="https://www.uni-rostock.de/universitaet/kommunikation-und-aktuelles/medieninformationen/detailansicht/n/universitaet-rostock-ist-partner-im-exzellenz-und-innovationsprojekt-exper/">https://www.uni-rostock.de/universitaet/kommunikation-und-aktuelles/medieninformationen/detailansicht/n/universitaet-rostock-ist-partner-im-exzellenz-und-innovationsprojekt-exper/</a>	Universität Rostock ist Partner im Exzellenz- und Innovationsprojekt „EXPER“
<b>IBERIAN PRESS</b>	<a href="https://www.iberianpress.es/noticia/el-proyecto-europeo-exper-impulsa-la-vision-y-mision-de-la-ulpgc/46157">https://www.iberianpress.es/noticia/el-proyecto-europeo-exper-impulsa-la-vision-y-mision-de-la-ulpgc/46157</a>	El Proyecto Europeo EXPER impulsa la visión y misión de la ULPGC
<b>UAç</b>	<a href="https://noticias.uac.pt/workshop-exper-lanca-as-bases-para-uma-visao-e-missao-comunitaria-da-uac/">https://noticias.uac.pt/workshop-exper-lanca-as-bases-para-uma-visao-e-missao-comunitaria-da-uac/</a>	Workshop EXPER lança as bases para uma Visão e Missão comunitária da UAc
<b>DeNoticias.es</b>	<a href="https://www.denoticias.es/notas-prensa/el-proyecto-europeo-exper-impulsa-la-vision-y-mision-de-la-ulpgc.html">https://www.denoticias.es/notas-prensa/el-proyecto-europeo-exper-impulsa-la-vision-y-mision-de-la-ulpgc.html</a>	EL PROYECTO EUROPEO EXPER IMPULSA LA VISIÓN Y MISIÓN DE LA ULPGC
<b>FCPCT</b>	<a href="https://www.fpct.ulpgc.es/en/noticias/item/785-ulpgc-y-uac-completan-con-exito-la-fase-de-definicion-de-vision-y-mision-en-la-ampliacion-de-las-ies.html">https://www.fpct.ulpgc.es/en/noticias/item/785-ulpgc-y-uac-completan-con-exito-la-fase-de-definicion-de-vision-y-mision-en-la-ampliacion-de-las-ies.html</a>	ULPGC Y UAC COMPLETAN CON ÉXITO LA FASE DE DEFINICIÓN DE VISIÓN Y MISIÓN EN LA AMPLIACIÓN DE LAS IES
<b>CE</b>	<a href="https://consulta-europa.com/baseline-workshop-sets-path-for-ulpgc-modernisation-under-the-exper-co-design-methodology/">https://consulta-europa.com/baseline-workshop-sets-path-for-ulpgc-modernisation-under-the-exper-co-design-methodology/</a>	Baseline Workshop Sets Path for ULPGC modernisation under the EXPER Co-Design Methodology
<b>TERINOV</b>	<a href="https://www.facebook.com/terinovazores/posts/pfbid02Es8jv1R2UuEXDAuSiY49oigN2zMqcesYuo9DW7gjoCZwkafALyFPGvtNoXAoCUl">https://www.facebook.com/terinovazores/posts/pfbid02Es8jv1R2UuEXDAuSiY49oigN2zMqcesYuo9DW7gjoCZwkafALyFPGvtNoXAoCUl</a>	TERINOV participa na 2.ª reunião de progresso do projeto EXPER
<b>TERINOV</b>	<a href="https://www.facebook.com/terinovazores/posts/pfbid025z6gPu3AzfBQ57m3ZQfqHtu6wAwbtC2yo149HLa2g8eivzu5eTa2939fsicDak5hl">https://www.facebook.com/terinovazores/posts/pfbid025z6gPu3AzfBQ57m3ZQfqHtu6wAwbtC2yo149HLa2g8eivzu5eTa2939fsicDak5hl</a>	Reunião de progresso do projeto EXPER em Ponta Delgada
<b>Correio dos Açores</b>	<a href="https://correiodosacores.pt/NewsDetail/ArtMID/383/ArticleID/45411/Universidade-dos-A231ores-promove-workshop-inovador-para-moldar-o-seu-futuro-em-liga231227o-com-a-comunidade">https://correiodosacores.pt/NewsDetail/ArtMID/383/ArticleID/45411/Universidade-dos-A231ores-promove-workshop-inovador-para-moldar-o-seu-futuro-em-liga231227o-com-a-comunidade</a>	Universidade dos Açores promove workshop inovador para moldar o seu futuro em ligação com a comunidade
<b>NONAGON</b>	<a href="https://nonagon.pt/en/members-of-the-horizon-europe-exper-project-visited-nonagon/">https://nonagon.pt/en/members-of-the-horizon-europe-exper-project-visited-nonagon/</a>	Members of the Horizon Europe EXPER project visited NONAGON
<b>UROS</b>	<a href="https://www.uni-rostock.de/universitaet/kommunikation-und-aktuelles/medieninformationen/detailansicht/n/universitaet-rostock-begruesste-internationale-gaeste-der-azoren-und-aus-gran-canaria-im-rahmen-des-exper-projektes-new64b141853ddf2449299595/">https://www.uni-rostock.de/universitaet/kommunikation-und-aktuelles/medieninformationen/detailansicht/n/universitaet-rostock-begruesste-internationale-gaeste-der-azoren-und-aus-gran-canaria-im-rahmen-des-exper-projektes-new64b141853ddf2449299595/</a>	Universität Rostock begrüßte internationale Gäste der Azoren und aus Gran Canaria im Rahmen des EXPER-Projektes
<b>FCPCT</b>	<a href="https://www.fpct.ulpgc.es/es/noticias/item/799-la-fcpct-ulpgc-y-uac-buscan-la-mejora-continua-a-traves-del-intercambio-de-experiencias-con-la-universidad-de-rostock.html">https://www.fpct.ulpgc.es/es/noticias/item/799-la-fcpct-ulpgc-y-uac-buscan-la-mejora-continua-a-traves-del-intercambio-de-experiencias-con-la-universidad-de-rostock.html</a>	LA FCPCT, ULPGC Y UAC, BUSCAN LA MEJORA CONTINUA A TRAVÉS DEL INTERCAMBIO DE EXPERIENCIAS CON LA UNIVERSIDAD DE ROSTOCK
<b>UAç</b>	<a href="https://noticias.uac.pt/uac-em-programa-de-intercambio-com-a-uros-e-a-unical/">https://noticias.uac.pt/uac-em-programa-de-intercambio-com-a-uros-e-a-unical/</a>	UAc em programa de intercâmbio com a UROS e a UNICAL
<b>UAç</b>	<a href="https://noticias.uac.pt/colaboradores-da-uac-na-uros-no-ambito-do-projeto-exper/">https://noticias.uac.pt/colaboradores-da-uac-na-uros-no-ambito-do-projeto-exper/</a>	Colaboradores da UAc na UROS no âmbito do projeto EXPER
<b>OBIDIC</b>	<a href="https://www.obidic.es/actualidad/noticias/proyecto-exper-impulsa-intercambio-de-personal-para-mejorar-la-transferencia-de-conocimientos-y-la-excelencia-en-la-investigacion">https://www.obidic.es/actualidad/noticias/proyecto-exper-impulsa-intercambio-de-personal-para-mejorar-la-transferencia-de-conocimientos-y-la-excelencia-en-la-investigacion</a>	Proyecto EXPER impulsa intercambio de personal para mejorar la transferencia de conocimientos y la excelencia en la investigación
<b>Entrenovators</b>	<a href="https://www.entrenovators.eu/news-events/93-join-exper-project-workshop">https://www.entrenovators.eu/news-events/93-join-exper-project-workshop</a>	Join EXPER Project Workshop on Good Practices
<b>FCPCT</b>	<a href="https://www.fpct.ulpgc.es/es/noticias/item/810-proyecto-exper-invita-a-workshops-sobre-buenas-practicas-en-la-ulpgc-25-26-27-sep.html">https://www.fpct.ulpgc.es/es/noticias/item/810-proyecto-exper-invita-a-workshops-sobre-buenas-practicas-en-la-ulpgc-25-26-27-sep.html</a>	PROYECTO EXPER INVITA A WORKSHOPS SOBRE BUENAS PRÁCTICAS EN LA ULPGC. 25, 26 Y 27 SEP



ULPGC-FCPCT	<a href="https://www.fpct.ulpgc.es/es/noticias/item/952-exito-rotundo-de-la-escuela-de-verano-del-proyecto-exper-en-gran-canaria-ciencia-abierta-y-redaccion-de-proyectos-de-exito-para-una-investigacion-excelente-y-una-innovacion-disruptiva.html">https://www.fpct.ulpgc.es/es/noticias/item/952-exito-rotundo-de-la-escuela-de-verano-del-proyecto-exper-en-gran-canaria-ciencia-abierta-y-redaccion-de-proyectos-de-exito-para-una-investigacion-excelente-y-una-innovacion-disruptiva.html</a>	ÉXITO ROTUNDO DE LA ESCUELA DE VERANO DEL PROYECTO EXPER EN GRAN CANARIA: CIENCIA ABIERTA Y REDACCIÓN DE PROYECTOS DE ÉXITO PARA UNA INVESTIGACIÓN EXCELENTE Y UNA INNOVACIÓN DISRUPTIVA
Magazine of Açoriano Oriental jornal	<a href="https://noticias.uac.pt/wp-content/uploads/2024/10/aqui-1.pdf">https://noticias.uac.pt/wp-content/uploads/2024/10/aqui-1.pdf</a>	UAc EXPER Summer School
CE	<a href="https://consulta-europa.com/es/gran-exito-de-la-escuela-de-verano-exper-en-gran-canaria-para-potenciar-la-excelencia-en-la-investigacion-y-la-innovacion-disruptiva/">https://consulta-europa.com/es/gran-exito-de-la-escuela-de-verano-exper-en-gran-canaria-para-potenciar-la-excelencia-en-la-investigacion-y-la-innovacion-disruptiva/</a>	Gran éxito de la Escuela de Verano EXPER en Gran Canaria para potenciar la excelencia en la investigación y la innovación disruptiva
CE	<a href="https://consulta-europa.com/grand-success-at-the-exper-summer-school-in-gran-canaria-empowering-excellence-in-research-and-disruptive-innovation/">https://consulta-europa.com/grand-success-at-the-exper-summer-school-in-gran-canaria-empowering-excellence-in-research-and-disruptive-innovation/</a>	Grand Success at the EXPER Summer School in Gran Canaria: Empowering Excellence in Research and Disruptive Innovation
UAc	<a href="https://noticias.uac.pt/investigadores-da-uac-participam-na-ulpgc-summer-school/">https://noticias.uac.pt/investigadores-da-uac-participam-na-ulpgc-summer-school/</a>	Investigadores da UAc participam na ULPGC Summer School
UAc	<a href="https://noticias.uac.pt/inscricoes-abertas-para-a-exper-summer-school/">https://noticias.uac.pt/inscricoes-abertas-para-a-exper-summer-school/</a>	Inscrições abertas para a EXPER Summer School
ULPGC-FCPCT	<a href="https://www.fpct.ulpgc.es/es/noticias/item/1000-jornadas-de-innovacion-startups-y-spin-offs-en-salud-ulpgc-30-de-octubre-de-2024.html">https://www.fpct.ulpgc.es/es/noticias/item/1000-jornadas-de-innovacion-startups-y-spin-offs-en-salud-ulpgc-30-de-octubre-de-2024.html</a>	Jornadas de Innovación, Startups y Spin offs en Salud ULPGC, 30 de octubre de 2024
ULPGC-FCPCT	<a href="https://www.fpct.ulpgc.es/es/noticias/item/1004-los-proyectos-exper-y-athena-organizaron-un-taller-dinamico-sobre-igualdad-de-genero-y-diversidad-en-la-ulpgc.html">https://www.fpct.ulpgc.es/es/noticias/item/1004-los-proyectos-exper-y-athena-organizaron-un-taller-dinamico-sobre-igualdad-de-genero-y-diversidad-en-la-ulpgc.html</a>	Los Proyectos EXPER y ATHENA organizaron un taller dinámico sobre igualdad de género y diversidad en la ULPGC
CE	<a href="https://consulta-europa.com/forging-pathways-to-equality-a-joint-workshop-by-athena-and-exper-at-ulpgc/">https://consulta-europa.com/forging-pathways-to-equality-a-joint-workshop-by-athena-and-exper-at-ulpgc/</a>	Forging Pathways to Equality: A Joint Workshop by ATHENA and EXPER at ULPGC
ULPGC	<a href="https://www.ulpgc.es/agenda/2024/11/08/iv-jornadas-tecnicas-oficinas-transferencia-conocimiento-otcs-y-oficinas-proyectos">https://www.ulpgc.es/agenda/2024/11/08/iv-jornadas-tecnicas-oficinas-transferencia-conocimiento-otcs-y-oficinas-proyectos</a>	IV Jornadas Técnicas de las Oficinas de Transferencia de Conocimiento (OTCs) y Oficinas de Proyectos Europeos Canarias (OPEs)
IAC	<a href="https://www.iac.es/en/outreach/news/iac-contributes-its-experience-4th-technical-conference-knowledge-transfer-offices">https://www.iac.es/en/outreach/news/iac-contributes-its-experience-4th-technical-conference-knowledge-transfer-offices</a>	The IAC contributes its experience at the 4th Technical Conference of Knowledge Transfer Offices
ULPGC	<a href="https://www.ulpgc.es/noticia/2024/11/08/ulpgc-expone-claves-impulsar-transferencia-conocimiento-tejido-productivo">https://www.ulpgc.es/noticia/2024/11/08/ulpgc-expone-claves-impulsar-transferencia-conocimiento-tejido-productivo</a>	La ULPGC aborda las claves para impulsar la transferencia de conocimiento hacia el tejido productivo
ULPGC-FCPCT	<a href="https://www.fpct.ulpgc.es/es/noticias/item/1012-celebradas-las-iv-jornadas-tecnicas-de-transferencia-de-conocimiento-y-proyectos-europeos-canarias-en-la-ulpgc.html">https://www.fpct.ulpgc.es/es/noticias/item/1012-celebradas-las-iv-jornadas-tecnicas-de-transferencia-de-conocimiento-y-proyectos-europeos-canarias-en-la-ulpgc.html</a>	Celebradas las IV Jornadas Técnicas de Transferencia de Conocimiento y Proyectos Europeos Canarias en la ULPGC
ULPGC-FCPCT	<a href="https://www.fpct.ulpgc.es/es/noticias/item/1016-la-ulpgc-anuncia-investigafest-un-festival-de-investigacion-y-colaboracion-con-networking-comida-y-musica-en-vivo.html">https://www.fpct.ulpgc.es/es/noticias/item/1016-la-ulpgc-anuncia-investigafest-un-festival-de-investigacion-y-colaboracion-con-networking-comida-y-musica-en-vivo.html</a>	La ULPGC anuncia INVESTIGAFEST – Un festival de investigación y colaboración con networking, comida y música en vivo
La Provincia/EMERGE	<a href="https://www.laprovincia.es/canarias/2025/03/10/izaskun-lacunza-directora-fecyt-programas-115153481.html">https://www.laprovincia.es/canarias/2025/03/10/izaskun-lacunza-directora-fecyt-programas-115153481.html</a>	Izaskun Lacunza, directora de la Fecyt: "Los programas europeos de captación de

		talento son una oportunidad para Canarias"
<b>El dia/EMERGE</b>	<a href="https://www.eldia.es/sociedad/2025/03/10/izaskun-lacunza-directora-fecyt-programas-115153480.html">https://www.eldia.es/sociedad/2025/03/10/izaskun-lacunza-directora-fecyt-programas-115153480.html</a>	Izaskun Lacunza, directora de la Fecyt: "Los programas europeos de captación de talento son una oportunidad para Canarias"

These earned media opportunities have extended the project's outreach beyond its immediate audience, increasing public engagement and credibility.

### 3.3.4 VIDEOS



Video content has been a vital component of the EXPER project's communication and dissemination strategy. Throughout the project, multiple videos have been produced to increase visibility and engagement, leveraging various social media platforms such as LinkedIn, Twitter/X, Facebook, and Instagram. These videos serve as dynamic tools for presenting key project messages, explaining research objectives, and fostering engagement with the wider public and supporting the communication campaigns detailed in section 4 of the present deliverable.

All produced videos have been published on the project's official YouTube channel, which acts as a repository for audio-visual content. The channel can be accessed at <https://www.youtube.com/@exper.project> or via the project website at <https://exper-project.eu/videos/>.

Among the key videos developed to support dissemination efforts is the "What is the EXPER Project?" video, which provides an overview of the project's scope, objectives, and expected outcomes. This video has been utilised in multiple events and outreach activities to introduce stakeholders to the project. It is accessible at <https://youtu.be/6L9fGqqJWSE>.

Another significant video, "Building Bridges for a Sustainable Future", was created to promote the project in an engaging and accessible manner. The video uses clear and jargon-free language to reach a broader audience and aligns with the campaign "Responsible research and citizen science: when commitment and ethics make it all."

Additionally, specific thematic videos were developed in collaboration with ULPGC and UAC to highlight the role of research and knowledge in addressing key challenges, including:

-  Green Deal-related challenges and opportunities
-  Blue economy-related challenges and opportunities

These videos feature expert insights from leading researchers at widening universities and were widely disseminated through the project's social media channels to maximise outreach. The engagement metrics and impact of these videos are detailed in the section on communication campaigns.

Beyond thematic videos, key project events have also been documented through audiovisual content. Notable examples include:

- 🌐 Summer School in Gran Canaria, Spain: A video was produced by ULPGC to illustrate the project's efforts in equipping researchers with knowledge relevant to widening regions. This video is hosted at <https://youtu.be/hvSFc7ri5vI> and post edited by CE.
- 🌐 Team Building by Cooking in Gran Canaria: This initiative, implemented by ULPGC and UNICAL via the CLAB-ULPGC, was documented in a dedicated video showcasing the project's collaborative spirit. The video is available at [https://youtu.be/B9xBqmSS\\_yA](https://youtu.be/B9xBqmSS_yA) and has been shared across EXPER's social media channels to promote the value of interdisciplinary collaboration.

The integration of video content into the project's dissemination strategy has significantly enhanced its outreach, ensuring that project messages remain accessible, engaging, and impactful across diverse audiences.



## 4. COMMUNICATION CAMPAIGNS: IMPACT AND ANALYSIS

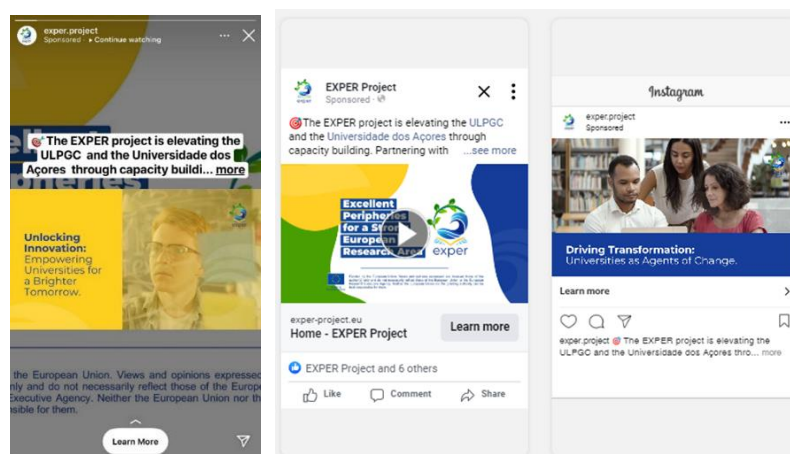
The EXPER project, under Task T7.3, implemented a series of focused communication campaigns aimed at raising awareness among researchers, students, and the general public. These campaigns served as a crucial pillar in disseminating the project's objectives, fostering engagement, and ensuring that key messages reached target audiences effectively. The campaigns successfully expanded the project's visibility, particularly within the ORs and the institutional ecosystems of ULPGC and UAC by leveraging social media advertising and printed materials. This section provides an analysis of each campaign, its outreach, and its contribution to the overarching goals of the project.

### 4.1 CAMPAIGN ANALYSIS AND PERFORMANCE

#### 4.1.1 DEFINITION OF MISSION AND VISION OF ULPGC AND UAC






The first campaign was designed to support the efforts of Task T2.2, which focused on defining the mission and vision of the two Widening universities. This initiative aligned with national strategic plans as outlined in D7.1 and complemented the objectives set in D2.1, developed by Consulta Europa.

Figure 16. Vision and Mission Campaign



A core component of this campaign was an online consultation, engaging both the academic community and the general public. The campaign successfully reached 29,032 users and generated over 600 responses for six open-ended questions in a group of 6 ads totalling over 50 concrete answers, providing valuable insights into the specific needs of ULPGC and UAC. The data collected was subsequently processed within WP2, informing the development of the Individual Strategy and Joint Strategy articulated in D2.4.

Figure 17. Reach from Meta Ads Accounts Centre

Ad	Reach
 EXPER - missão - visão 4	22,360
 EXPER - missão - visão 2	5,384
 EXPER - missão - visão 5	9,528
 EXPER - missão - visão 3	5,293
 EXPER - missão - visão 1	7,218
Results from 5 ads	29,032
	Accounts Centre acco...

To enhance accessibility and engagement, the campaign was disseminated through multiple channels, including official university websites, social media platforms, and printed materials in Spanish and Portuguese, ensuring alignment with the linguistic and cultural contexts of the respective institutions.

Figure 18. Other promotional materials used for the Vision and Mission Campaign



#### 4.1.2 ROLE OF KNOWLEDGE AND RESEARCH IN ADDRESSING GREEN DEAL-RELATED CHALLENGES AND OPPORTUNITIES

This campaign, conducted under Task T7.3, aimed to highlight the contributions of ULPGC in advancing sustainability and supporting Green Deal objectives. Targeted advertisements were deployed across Meta platforms (Facebook and Instagram), effectively reaching 6,925 users.



Figure 19. Preview of the role of knowledge campaign



Today, we had the chance to speak with Aridane González, Director of...

a year ago · 1K views

The content emphasised ongoing research initiatives, institutional efforts, and potential opportunities arising from Green Deal-related policies, fostering awareness and engagement among stakeholders in the Canary Islands. The campaign video can be viewed at: <https://www.facebook.com/EXPER.Project/videos/1562433174572304/>

#### 4.1.3 ROLE OF KNOWLEDGE AND RESEARCH IN ADDRESSING BLUE ECONOMY-RELATED CHALLENGES AND OPPORTUNITIES

In parallel with the Green Deal campaign, this initiative focused on showcasing UAC's role in tackling Blue Economy-related challenges. The campaign featured video interviews with UAC researchers, providing expert insights into sustainable marine resource management, ocean innovation, and policy integration, this video can be watched by visiting <https://www.facebook.com/EXPER.Project/videos/1107145206958258/>.

Figure 20. Preview of the role of knowledge campaign



EXPER - Role of Knowledge and Research in addressing blue econom...

a year ago · 2K views

The campaign successfully reached 5,192 users, reinforcing the university's contributions to the sector and enhancing visibility among policymakers and industry representatives.

#### 4.1.4 THE IMPORTANCE OF GENDER EQUALITY AND DIVERSITY IN RESEARCH AND INNOVATION

A targeted, geolocated campaign was implemented to promote gender equality and diversity within the research and innovation landscape. Specifically directed at students and professionals at ULPGC and UAC, this initiative reached 2,000 users and is further detailed in Deliverable D3.2.

Figure 21. Posters advertised and audience on Meta Ads



The campaign not only celebrated the achievements of female researchers but also encouraged young girls to pursue careers in STEM fields. As part of Task T7.4, complementary activities were conducted in primary schools, fostering early awareness of gender diversity in academia and inspiring the next generation of female scientists and innovators (for reference: <https://exper-project.eu/scientists-and-achievements-celebrating-international-day-of-women-and-girls-in-science/>). At the same time CE collaborated with the ATHENA Project to perform activities in elementary schools in Gran Canaria, Spain recognising the critical role of women in science. Through motivating speeches, children were able to connect with both projects, inspiring them to dig into the scientific arena and promoting investigation of their interests in contributing to research, as well as why diversity in science and institutions is vital as detailed in section 4.4.1.1 of the present deliverable.

#### 4.1.5 RESPONSIBLE RESEARCH AND CITIZEN SCIENCE: WHEN COMMITMENT AND ETHICS MAKE IT ALL

This campaign underscored the importance of ethical research practices and citizen science initiatives. Video-based content was strategically deployed to illustrate the impact of responsible research within the Canary Islands and the Azores. ULPGC, UAC and CE joint efforts to produce the materials: <https://www.facebook.com/EXPER.Project/videos/835424111919688/>.

Figure 22. Responsible Research and Citizen Science Preview



The campaign garnered 5,051 reaches, successfully engaging academic audiences, policymakers, and local communities in discussions on research integrity and societal involvement in science.

#### 4.2 IMPACT AND STRATEGIC SIGNIFICANCE

The communication campaigns executed under the EXPER project were designed to maximise engagement and facilitate knowledge dissemination across diverse audiences. The strategic combination of digital advertising, multimedia content, and localised outreach efforts ensured that each campaign resonated with its intended stakeholders.

The inclusion of multilingual materials and region-specific content further enhanced accessibility, fostering a deeper connection with the ORs and institutional ecosystems of ULPGC and UAC.

In this sense, the success of these campaigns provides a strong foundation for future science communication initiatives. The insights gained through audience engagement metrics and user feedback will be instrumental in refining communication strategies and ensuring the continued dissemination of knowledge beyond the project's lifetime.

#### 4.3 DISSEMINATION EVENTS

A key component of the EXPER project has been disseminating results of the project and ensuring participation to related events, not only to connect with the project's target

groups but also to spread out the voice of the outcomes of the project. These activities are reported in D6.3 (V1) and D6.5 (V2) of Monitoring and impact assesment report by the consortium.

#### 4.3.1 ATTENDANCE TO EVENTS

The project actively participated in events across the EU, showcasing its results to both the scientific community and the general public as reported by the consortium. This commitment to engagement and dissemination is evident in the following table:

**Table 5. Consortium event's participation**

Partner	Attendance	Type of event	Target group	Name	Location	Date
ULPGC-FCPCT; CE	European Year of Skills event in the Canary Islands	Conference participation	General public	Tanausú Dávila; Víctor Martínez	Online	13/04/2023
CE	2nd Education and Innovation Summit	Conference participation	General public	Víctor Martínez	Online	26/06/2023
UAC	Meeting between representatives of the European Commission and players from the Azores Sea sector	Participation to an Event other than a Conference or a Workshop	Scientific Community	Emanuel Mendoça; Artur Gil	Azores, Portugal	16/07/2023
ULPGC-FCPCT; CE	Macaronight 2023 - Las Palmas	Participation to an Event other than a Conference or a Workshop	Scientific Community	Tanausú Dávila; Víctor Martínez	Las Palmas de Gran Canaria, SPain	29/09/2023
UAC	Macaronight 2023 - Azores	Participation to an Event other than a Conference or a Workshop	Scientific Community	Emanuel Mendoça	Azores, Portugal	29/09/2023

ULPGC-FCPCT; CE; UAC	Horizon Europe Programme: Opportunities for the Outermost Regions	Participation to an Event other than a Conference or a Workshop	Scientific Community	Tanausú Dávila; Víctor Martínez; Michelle Perello	Online	16/11/2023
UNICAL	Conference on Research Career 2023 + Info Day HRS4R 2023	Workshop participation	Policy makers	Stefania Chimenti, Francesco Principato	Online	22/11/2023
ULPGC-FCPCT; CE	Research and Innovation Week	Workshop participation	Scientific Community	Tanausú Dávila; Víctor Martínez	Brussels, Belgium	20/03/2024 to 22/03/2024
CE	Workshop on Open Science and Open Education program. E3UDRES2 Ent-re-novators project	Workshop participation	Scientific Community	Michelle Perello	Online	07/06/2024
ULPGC-FCPCT; ITC	INNOVATIONSTAG 2024	Conference participation	Scientific Community	Artemis Rivero, Elisa Rodríguez and Nadia Ayelen (FCPCTC); Héctor Martínez (ITC) Néstor Rodríguez (Atrineo)	Berlin, Germany	12/06/24 to 13/06/24
CE; UNICAL	Conference on Research Careers 2024	Conference participation	Scientific Community	Víctor R. Martínez (CE); Francesca	Online	26/11/2024

				Principato (UNICAL)		
EMERG E	III Congreso Internacional de Jóvenes por la Investigación	Conference participation	Scientific Community	Alice Gervasoni	Tenerife, Spain	15/11/2024
ITC	Exploring the Horizon. Land-Sea Governance in Macaronesia	Workshop participation	Scientific Community	Dayana Martín Andara	Las Palmas de Gran Canaria, Spain	28/03/2025
CE; ULPGC	E <sup>3</sup> UDRES <sup>2</sup> Ent-re-novators Science Policy Conference	Participation in activities organised jointly with other EU projects	Policy makers	Sebastián López (ULPGC); Víctor R. Martínez (CE)	Online	Scheduled for 13/05/2025

#### 4.3.2 ORGANISED EVENTS

Since the inception of the project proposal, it has been anticipated to organise various events across different work packages. The table below lists the events organised by partners thus far, wherein the project was not only promoted to the audience but also engaged various stakeholders with the activities, thereby consolidating the efforts of EXPER.

**Table 6. Organised events by the EXPER project**

Organising partner	Type of event	WP	Target group	Name of the event	Location	Date
CE; ULPGC-FCPCT	Workshop	WP2	Others	Baseline Workshop for definition of Vision and Mission ULPGC	Las Palmas de Gran Canaria, Spain	27/04/2023
CE; UAC	Workshop	WP2	Others	Baseline Workshop for definition of Vision and Mission UAc	Online	23/05/2023
CE; ULPGC	Conference	WP7	General public	El futuro es femenino: Liderando la revolución tecnológica	Las Palmas de Gran Canaria, Spain	27/04/2023
UROS	Workshop	WP1	Others	Good Practices from leading universities	Rostock, Germany	03/07/2023 to 07/07/2023
UNICAL	Workshop	WP1	Others	Good Practices from leading universities	Calabria, Italia	12/09/23 to 13/09/2023
CE	Conference	WP6	Scientific Community	Forum of Peripheral Universities	Online	20/09/2023
CE	Workshop	WP1	General public	Online Workshop of Best Practices on European Universities Alliances	Online	20/09/2023
CE; ULPGC-FCPCT	Workshop	WP7	General public	Macaronight	Las Palmas de Gran Canaria, Spain	29/09/2023
UROS	Workshop	WP1	Scientific Community	Online Workshop on Good Practices from leading universities	Online	25/09/2023 to 27/09/2023
CE; ULPGC-FCPCT	Conference	WP7	General public	ULPGC Patents Week	Las Palmas de Gran Canaria, Spain	02/10/2023 to 06/10/2023



CE; ULPGC-FCPCT	Workshop	WP2	Scientific Community	Workshop for the Establishment of the Individual Strategy - ULPGC	Las Palmas de Gran Canaria, Spain	27/10/2023
UAC	Workshop	WP2	Scientific Community	Workshop for the Establishment of the Individual Strategy - UAC	Online	06/12/2023
ULPGC-FCPCT	Conference	WP8	Civil Society	Celebration of the International Day of Women and Girls in Science	Las Palmas de Gran Canaria, Spain	05/02/2024 to 07/02/2024
ULPGC-FCPCT; CE	Conference	WP7	Civil Society	Celebration of the International Day of Women and Girls in Science	Las Palmas de Gran Canaria, Spain	09/02/2024 to 15/02/2024
ULPGC-FCPCT	Conference	WP5	Scientific Community	Colloquium on Innovation and internationalisation with ICEX Director	Las Palmas de Gran Canaria, Spain	21/02/2024
ULPGC-FCPCT; UAC; CE	Workshop	WP2	Scientific Community	Joint Strategy Workshop	Online	01/03/2024
ULPGC-FCPCT	Workshop	WP3	Scientific Community	Kick off meeting CLAB (Contamination Laboratories) ULPGC	Las Palmas de Gran Canaria, Spain	12/06/2024
ULPGC-FCPCT	Workshop	WP4	Scientific Community	ULPGC EXPER SUMMER SCHOOL	Las Palmas de Gran Canaria, Spain	17/07/2024 to 19/07/2024
ULPGC; Atrineo	Workshop	WP5	Scientific Community	From Research to Idea	Las Palmas de Gran Canaria	19/06/2024 to 20/06/2024
ULPGC; Atrineo	Workshop	WP5	Scientific Community	From Research to Idea	Las Palmas de Gran Canaria, Spain	16/07/2024
UAC	Workshop	WP4	Scientific Community	UAc EXPER SUMMER SCHOOL – SEPTEMBER 24-26TH	Online	24/09/2024 to 26/09/2024
CE; ULPGC-FCPCT	Focus Group	WP3	Scientific Community	Focus Group on Gender Equality and Diversity - ULPGC	Las Palmas de Gran Canaria, Spain	29/10/2024
ULPGC-FCPCT	Workshop	WP5	Scientific Community	Technical Conference for Knowledge Transfer Offices (OTCs) and European Project Offices (OPEs) - ULPGC	Las Palmas de Gran Canaria, Spain	07-08/11/2024
UAC	Workshop	WP5	Scientific Community	From Research to Idea	Online	12-13/11/2024
EMERGE	Conference	WP7	Scientific Community	Adressing Brain Drain	La Laguna (Tenerife), Spain	15/11/2024
ITC; UAC	Seminar	WP4	Scientific Community	EXPER Project Seminar: Bridging Excellence for a Sustainable Future - UAC	Online	
UAC	Workshop	WP5	Scientific Community	Tech transfer for professionals (TTO staff / Science and Technology parks)	Online	03/12/2024
ULPGC-FCPCT; UNICAL	Event	WP3	Students	CLAB-ULPGC Final Competition	Las Palmas de Gran Canaria, Spain	11/12/2024

ITC; UROS	Conference	WP4	Scientific Community	EXPER Project Seminar: Bridging Excellence for a Sustainable Future - UROS	Online	12/12/2024
ULPGC-FCPCT; CE	Conference	WP4	Scientific Community	INVESTIGAFEST	Las Palmas de Gran Canaria, Spain	13/12/2024
ITC; ULPGC-FCPCT	Conference	WP4	Scientific Community	EXPER Project Seminar: Bridging Excellence for a Sustainable Future - UNICAL	Online	09/01/2025
ITC;UNICAL	Conference	WP4	Scientific Community	EXPER Project Seminar: Bridging Excellence for a Sustainable Future - ULPGC	Online	21/01/2025
CE; UAC	Focus Group	WP3	Scientific Community	Focus Group on Gender Equality and Diversity - UAC	Online	11/02/2025
Terinov	Conference	WP4	Scientific Community	EXPER – Regional Event in Terceira Island	Terceira Island, Azores, Portugal	17/02/2025 to 18/02/2025
EMERGE	Webinar	WP3	General public	ONLINE SEMINAR: Retaining and Attracting Research Talent in Europe: Challenges, Strategies, and Solutions	Online	20/02/2025
CE; all partners involved	Conference	WP7	General public	EXPER - Final Conference	Hybrid (Las Palmas de Gran Canaria, Spain)	10/03/2025
ULPGC-FCPCT; CE; Terinov	Event	WP7	Students	EXPER - The University We Want Competition	Las Palmas de Gran Canaria, Spain	11/03/2025
UNICAL; CE	Event	WP3	Scientific Community	CLAB Winners Exchange	Calabria, Italy	18/03/2025 - 21/03/2025

Beyond the comprehensive list of events in the table, several key dissemination events and activities deserve particular attention due to their significant contribution to the project's outreach and impact.

#### 4.3.3.1 BASELINE WORKSHOPS FOR VISION AND MISSION DEFINITION

In April and May 2023, the ULPGC and UAC supported by CE conducted baseline workshops as part of WP2, focusing on the definition of their respective vision and mission. These workshops employed a co-design methodology, actively engaging regional stakeholders and citizens in the Canary Islands and the Azores to gather valuable inputs. The co-design sessions and online consultations ensured the participation of stakeholders and citizens in the strategic planning process of both universities.

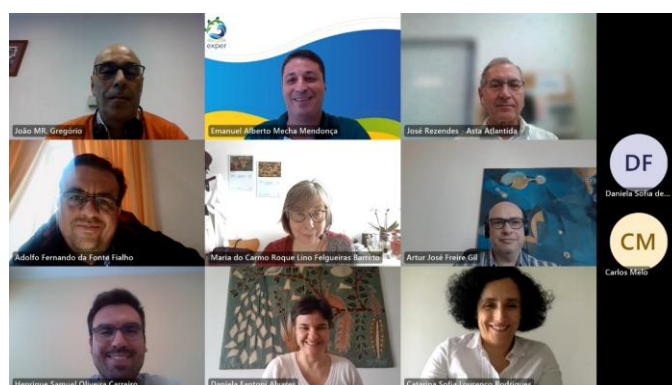


Figure 23. ULPGC's workshop to establish the vision and mission



The ULPGC workshop, held on April 27th, emphasised the importance of research and innovation in addressing climate change, aligning with societal needs, promoting collaboration, and fostering multilingualism. Similarly, the UAC co-design session in May highlighted the need for adaptation to technological, social, and climatic changes, focusing on preparing qualified human resources, aligning education with local and global needs, and promoting technology transfer and entrepreneurship.

Figure 24. UAC's workshop to establish the vision and mission



#### 4.3.2.2 CELEBRATING INTERNATIONAL GIRLS IN ICT DAY

The EXPER project, in collaboration with Canarias Excelencia Tecnológica and Red CIDE, celebrated International Girls in ICT Day with the event “El futuro es femenino: Liderando la revolución tecnológica” on April 27<sup>th</sup>, 2023 in Las Palmas de Gran Canaria. This event featured five speakers who inspired attendees to pursue leadership positions in the tech industry, promoting the inclusion of women in the technological sector.

Figure 25. The future is feminine held in Gran Canaria, Spain



#### 4.3.2.3 COLLABORATION IN ULPGC PATENTS WEEK

The EXPER project actively participated in the ULPGC Patents Week, held from October 2nd to 6<sup>th</sup>, 2023 in Las Palmas de Gran Canaria. This event aimed to raise awareness about the importance of safeguarding industrial and intellectual property to drive economic growth and technological development in the Canary Islands. The initiative served as a convergence point for universities, innovative enterprises, and other stakeholders within the innovation ecosystem.

Figure 26. Patents Week by ULPGC held in 2023



#### 4.3.2.4 WORKSHOPS ON BEST PRACTICES FROM LEADING HEIS

The EXPER project organised a series of workshops on best practices from the EXPER-leading HEIs in July and September 2023. These workshops, supported by UROS and

UNICAL, aimed to address and enhance weaknesses identified within the ultra-peripheral universities participating in the EXPER project. The workshops focused on enhancing talent attraction and retention, promoting excellent and responsible research, and fostering cooperation with local stakeholders in knowledge and technology transfer. The sessions are available at: <https://exper-project.eu/videos/>

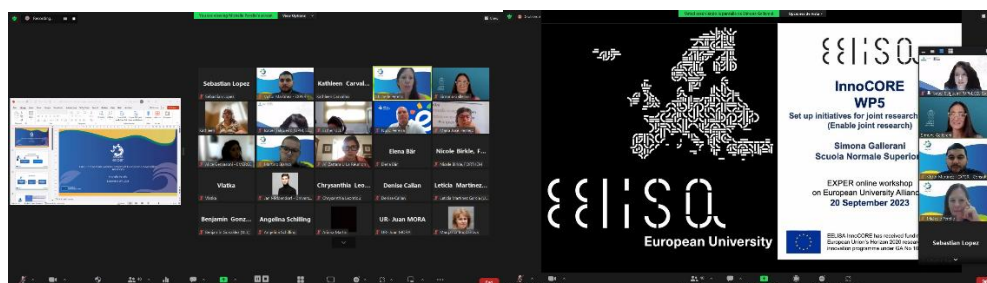
Figure 27. UROS event and UNICAL event



#### 4.3.2.5 FORUM OF PERIPHERAL UNIVERSITIES

The EXPER project's "Forum of Peripheral Universities" under T6.4 (<https://exper-project.eu/exper-project-celebrates-successful-workshop-on-best-practices-from-european-universities-alliances/>) hosted a significant workshop on Best Practices from European Universities Alliances (T1.5) in synergies with the ForTHEM project (101017248) and EELISA InnoCORE project (101035811). This virtual session, held on September 20th, 2023, brought together 81 participants from universities across Europe, fostering mutual learning and the creation of synergies among EU-funded projects such as BETTER Life, EELISA, IPS - E<sup>3</sup>UDRES<sup>2</sup> Ent-r-e-Novators, aUPaEU, SECURE, AeroSTREAM, STARS EU Alliance, CIVIS European University Alliance. The whole workshop is recorded at: <https://exper-project.eu/videos/>.

Figure 28. Forum of Peripheral Universities





#### 4.3.2.6 ICEX COLLOQUIUM WITH ULPGC ENTREPRENEURIAL ECOSYSTEM

On February 21, 2024, a colloquium was held with José María Blasco Ruiz, Director of Infrastructures, Health, and ICT at ICEX, to engage with the entrepreneurial ecosystem of the ULPGC. This event, supported by the EXPER project, focused on connecting with the business environment, knowledge transfer, and spinoffs.

Figure 29. ULPGC's colloquium



#### 4.3.2.7 EXPER SUMMER SCHOOL IN GRAN CANARIA

The EXPER Summer School took place at the ULPGC from July 17th to 19th, 2024. This intensive programme focused on enhancing skills in proposal writing, project development, and research excellence, with participation from over 90 individuals and leading experts. The programme included sessions on Horizon Europe proposal writing, open science, and innovation and technology transfer.

Figure 30. EXPER's Summer School in Spain



#### 4.3.2.8 LAUNCH OF CLAB MODEL AT ULPGC

On June 12, 2024, the EXPER project held an inaugural meeting at the FCPCT facilities of ULPGC to launch the CLAB (Contamination Lab) model implementation. This initiative aims to enhance entrepreneurial skills and foster innovation among students, aligning with EXPER's goals of stimulating business idea development.

Figure 31. Students participating in the CLAB



#### 4.3.2.9 ONLINE SUMMER SCHOOL BY UAC

UAC hosted a successful online summer school from September 24th to 26th, 2024, with over 140 attendees. This event focused on open science and communication, technology transfer, and Horizon Europe proposal writing, tailored for participants from academia, industry, government, and civil society.

Figure 32. UAC's Online Summer School



#### 4.3.2.10 TECHNICAL CONFERENCE ON KNOWLEDGE TRANSFER AT ULPGC

ULPGC held the Technical Conference of Knowledge Transfer Offices (KTOs) and European Project Offices of the Canary Islands (EPOs) on November 7th and 8th, 2024. This event, part of the EXPER project, aimed to enhance knowledge transfer

mechanisms and strengthen connections between research and the productive sector. Details of the conference can be found at <https://exper-project.eu/technical-conference-on-knowledge-transfer-and-european-projects-in-the-canary-islands-held-at-ulpgc/>.

Figure 33. ULPGC's Technical Conference of Knowledge Transfer Offices



#### 4.3.2.11 ADDRESSING BRAIN DRAIN CHALLENGES

The 3rd International Conference for Young Researchers featured a presentation and workshop led by Alice Gervasoni from EMERGE, focusing on addressing brain drain in the European research community on November 15<sup>th</sup>, 2024. The session presented insights from the EXPER project and facilitated a co-creation workshop with young researchers to explore strategies to mitigate brain drain.

Figure 34. Conference for Young Researchers





#### 4.3.2.12 ONLINE SEMINAR SERIES ON BRIDGING EXCELLENCE

The EXPER project successfully concluded its series of online seminars on “Bridging excellence among peripheral regions” held between December 2024 and January 2025. These seminars fostered discussions among researchers, SMEs, and stakeholders, focusing on research strands aligned with the EXPER WP4’s Societal Challenges Working Groups.

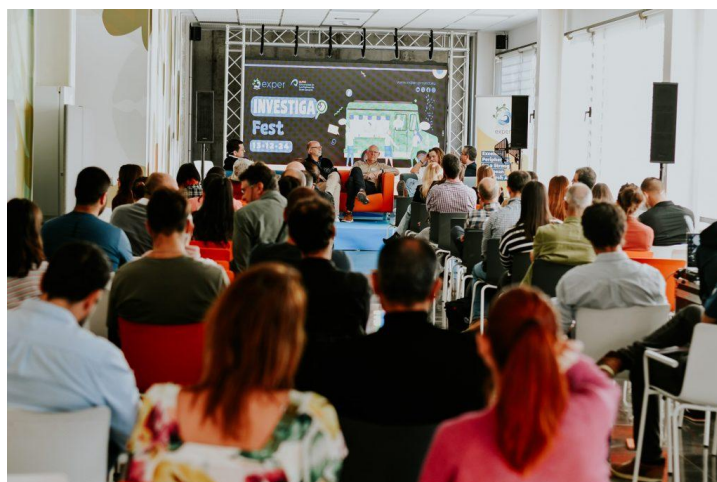
Figure 35. Bridging excellence among peripheral regions poster



#### 4.3.2.13 INVESTIGAFEST IN THE CANARY ISLANDS

The ULPGC organised INVESTIGAFEST on December 13th, 2024, at the Scientific Park of the ULPGC supported by CE. This event provided a platform for researchers to connect, share ideas, and spark collaborations through networking tools, B2B meetings, and thesis showcases.

Figure 36. INVESTIGAFEST



#### 4.3.2.14 TERINOV EVENT ON BLUE AND GREEN R&I

Terinov hosted a regional event on February 18-19, 2025, focusing on bridging the gap between academia, business, and society in Blue and Green Research and Innovation. The event included presentations, pitch sessions, matchmaking moments, and discussions on EU funding opportunities. More information at: <https://exper-project.eu/terinov-event-bridges-gap-between-academia-business-and-society-in-blue-and-green-ri/>.

Figure 37. Terinov partners along with ITC and EXPER's Societal Challenge Working Groups



#### 4.3.3 FURTHER DISSEMINATION AND IMPACT ASSESSMENT

Beyond the specific events and activities detailed in this section, it is important to note that all partners within the EXPER project were committed to ensuring the dissemination of relevant project information through their respective activities. This commitment included the integration of dissemination efforts into various work packages and tasks. All project events finished were advertised on social media and in the Events section on the website: <https://exper-project.eu/all-events/>. Furthermore, comprehensive information regarding the impact assessment of the EXPER project is provided in deliverables D6.3 and D6.5, which offers a detailed analysis of the project's overall effectiveness and outcomes, and more in depth information on the activities are widely published on the project's website in the EXPER News section: <https://exper-project.eu/news/>.







### 4.4 REPORT ON ACTIVITIES IMPLEMENTED IN TASKS 7.3, 7.4 AND 7.5 AND THEIR RESULTS

#### 4.4.1 SCIENTIFIC AND ACHIEVEMENTS: VISITS TO PRIMARY SCHOOLS

"Scientists and Achievements" is an educational game that seamlessly integrates learning with entertainment, offering students an interactive and meaningful way to explore the world of science. Its implementation in the classroom not only strengthens

cognitive skills and historical awareness of scientific progress but also serves as an engaging tool to inspire future generations of scientists. This game was developed with the intention of engaging young students in discovering local scientists and their contributions. It consists of a series of cards displaying scientists' achievements and another series of cards with their pictures. Accompanied by a set of instructions, this game was designed as part of a miniworkshop to be delivered in primary schools.

The game is designed with multiple educational and formative objectives, aiming to enhance students' cognitive abilities while fostering an appreciation for scientific advancements.

-  **Enhancement of Visual Memory:** The game challenges and improves students' visual memory by requiring them to recall the location of cards and match them with the corresponding achievements.
-  **Learning About Scientific Advancements:** By engaging with the game, students gain knowledge about significant scientific breakthroughs and discoveries, enriching their understanding of the scientific world.
-  **Association Between Scientists and Their Achievements:** The game helps students establish connections between scientists and their key contributions, reinforcing their understanding of influential figures in the history of science.
-  **Encouraging Scientific Vocations:** By introducing students to the work and impact of researchers, the game serves as a tool to spark interest in scientific and technological careers.
-  **Facilitating Classroom Discussions:** After the game, teachers can lead discussions on the scientific achievements presented, encouraging students to share their thoughts and reflections, further reinforcing their learning.
-  **Vocational Inspiration:** The interactive nature of the game enables students to relate to scientists and their contributions, fostering motivation to explore future careers in STEM fields.

The activity was successfully carried out with children and teachers across the Canary Islands in Spain and in the Azores, Portugal. The idea is for students to first learn about their local scientists and then play the game by matching the “scientists with their achievements”. This game was entirely designed from scratch by CE as part of Task 7.5, with ULPGC and UAC supporting the mapping of local scientists. The Spanish version of the game can be seen [here](#) and the Portuguese version can be seen [here](#).

#### 4.4.1.1 CANARY ISLANDS

In February 2024, coinciding with the International Day of Women and Girls in Science, a series of engaging activities were organised in primary schools in the Canary Islands. These initiatives, conducted in collaboration with ULPGC, FCPCT, and CE, included the

"Scientists and Achievements" game (ULPGC scientists version), reaching approximately 250 children in four schools in activities celebrating the International Day of Women and Girls in Science.

The centrepiece of this engagement is the "Científicos y Logros" (Scientists and Achievements) activity, meticulously crafted to offer an immersive experience for students from 1st to 6th grade in primary schools. The initiative unfolds in various schools across Gran Canaria, Spain aiming to spark curiosity and foster an early appreciation for the diverse roles of female researchers.

Figure 38. Female scientists and their achievements in synergy with Macaronight Project



In the first activity, students embark on a journey of discovery through the interactive and educational game. This game not only enhances their visual memory but also imparts knowledge about significant scientific breakthroughs achieved by the remarkable women scientists at the university. Adding a personal touch to the experience, students had the privilege of a visit from one of the distinguished researchers featured in the game. This interaction sought to inspire young minds by sharing firsthand experiences, detailing the researcher's contributions to the university, and unveiling the journey that led to their scientific achievements, also in line with T7.3 on Diversity and Gender Equality campaign (reference: <https://exper-project.eu/exper-project-empowers-young-minds-on-international-day-of-women-and-girls-in-science/>).

The highlight of this educational initiative is the "Científicos y Logros" (Scientists and Achievements) activity, meticulously designed to provide an immersive experience for students ranging from 1st to 6th grade in primary schools in synergy with the Macaronight



Project (101061254). This initiative unfolded across various schools in Gran Canaria, aiming to spark curiosity and instill an early appreciation for the diverse roles of female researchers at ULPGC.

Simultaneously, CE, in synergy with the ATHENA Project (101006416), conducted activities in primary schools in Gran Canaria, acknowledging the pivotal role of women in science and in line with T3.3. Through motivational talks, children had the opportunity to interact with both projects, inspiring them to delve into the scientific realm and encouraging exploration of their interests in contributing to science and understanding the importance of diversity in scientific fields and universities. This activity spanned from February 9th to 15th, 2024, reaching two primary schools and engaging approximately 60 children.

Figure 39. Children engaging with the game



The game involved placing cards face down, and in each turn, players flipped two cards. If they formed a pair, the player kept the cards; otherwise, they returned them to their original position. The game concluded when all pairs were successfully matched, with the player with the most pairs declared the winner.

Figure 40. Synergy with the ATHENA Equality Project



These initiatives aimed not only to celebrate the accomplishments of scientists but also to inspire and cultivate a passion for scientific exploration among the younger generation. The projects strive to create long-lasting impact by making science engaging and

relatable. Printed materials and instructions were provided to the participants schools so that they could keep implementing the activity as well as the PDF-ready-to-print versions.

#### 4.4.1.2 AZORES

The same activity took place in the Azores, supported by Terinov and UAC. In October 2024, representatives visited primary schools to introduce children to their local scientists and researchers through an engaging presentation, interactive discussions, and the "Scientists and Achievements" game. The initiative was conducted in three schools on Terceira Island, where 70 students actively participated, learnt about the contributions of researchers from UAC, and played the game enthusiastically.

Figure 41. Scientists and Achievements in Azores



Each session began with an interactive presentation designed in Genially by CE to capture the students' attention and make learning about their local scientists a dynamic and visually engaging experience. The presentation provided an overview of key researchers mapped by UAC, highlighting their work and achievements in various scientific fields. This was followed by an interactive discussion encouraging children to explore the relevance of science in their daily lives and future aspirations.

The highlight of the visit was the "Scientists and Achievements" game, where students matched researchers with their scientific accomplishments. The activity proved to be highly engaging, with students playing multiple rounds and demonstrating great enthusiasm in recognising the scientists and their contributions. Teachers also noted the effectiveness of the game in fostering both knowledge retention and teamwork among students.



Figure 42. Miniworkshops conducted in the Azores



Recognising the importance of continuity, a special miniworkshop was conducted for teachers, equipping them with the knowledge and resources needed to replicate and expand the activity in the future. The workshop provided guidance on using the available materials, adapting them to different classroom settings, and creating new educational activities based on the original concept. To ensure sustainability, each participating school received a printed kit containing the full set of game materials, along with digital versions in PDF format for easy reprinting and distribution.

From a technical perspective, the development of the "Scientists and Achievements" game involved a meticulous design process. The game cards were created using Adobe Illustrator, ensuring high-quality graphics, clear readability, and an engaging visual identity that appeals to young students. Additionally, interactive Genially presentations were developed to complement the game, making the overall experience more immersive and accessible for both students and educators.

This initiative in the Azores not only provided children with an enjoyable learning experience but also laid the foundation for sustained educational engagement. The EXPER Project ensures that the impact of these activities extends beyond a single visit, fostering a lasting appreciation for science and local researchers among young learners by leaving behind educational kits and equipping teachers with the necessary tools. Materials and instructions for teachers can be downloaded at <https://exper-project.eu/scientists-and-achievements>.

#### 4.4.2 THE UNIVERSITY WE WANT: VISITS TO SECONDARY SCHOOLS

The call for essays 'The University We Want' was a year-long initiative aimed at fostering dialogue among young students on the evolving role of universities in addressing societal, environmental, and economic challenges. Organised by the ULPGC- FPCTC and CE, alongside Terinov and the UAC, this initiative sought to engage secondary school students in a meaningful conversation about the future of higher education.

Figure 43. Partners from FPCTC and CE launching The University We Want in Gran Canaria, Spain



Targeted at students from 3rd and 4th years of secondary education and 1st and 2nd years of Baccalaureate, the initiative provided a platform for young minds to reflect on the transformation of universities, their role in driving the green and blue economy, and their broader impact on society. Over the course of a year, CE and Terinov worked extensively to engage with schools, organise activities, and support students in the development of their essays, ensuring a comprehensive and impactful implementation of Task 7.5.

##### 4.4.2.1 IMPLEMENTATION IN THE CANARY ISLANDS

The activities in the Canary Islands were spearheaded by CE and ULPGC, which engaged with students through a combination of school visits, interactive discussions, and dedicated promotional efforts.

Figure 44. Students at the Mini Science Fair 2024



A key moment of this campaign took place during the Mini Science Fair 2024 in Fuerteventura on April 23, where ULPGC researchers interacted with over 450 students, showcasing groundbreaking scientific developments. This initial engagement served as a foundation for further outreach, setting the stage for in-depth discussions on the themes of the essay competition.

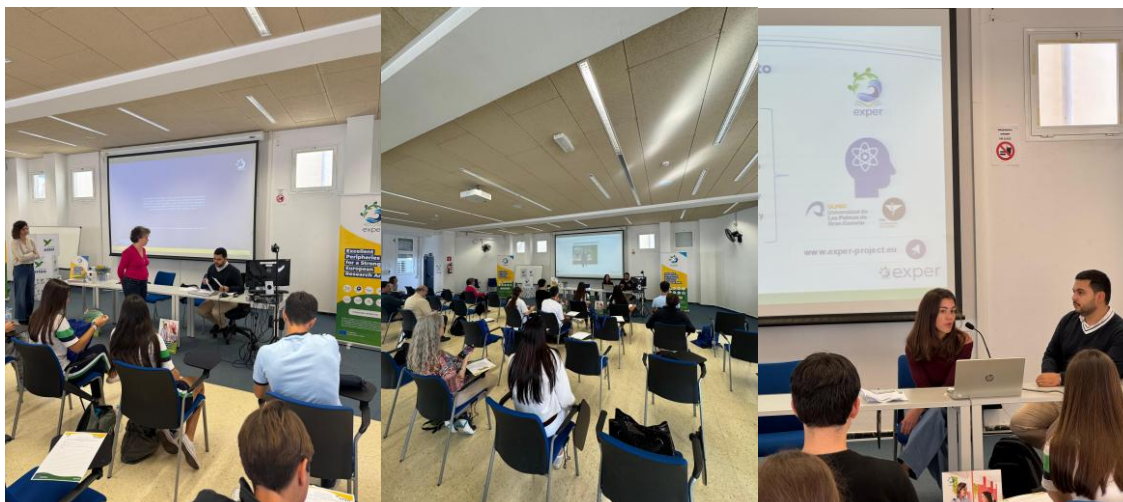
Figure 45. Visits to Secondary Schools in the Canary Islands



Building on this momentum, a dedicated promotional tour was conducted in May 2024 across Gran Canaria. CE and ULPGC- FPCTC visited five schools, engaging directly with over 140 students. These visits allowed students to gain insights into the role of research in addressing contemporary challenges and encouraged them to articulate their perspectives through essays. Teachers played a crucial role in supporting students throughout this process, ultimately leading to the submission of seven essays covering themes such as the blue and circular economy, the envisioned transformation of universities, and the role of research in societal progress.



Figure 46. Students engaging with EXPER researchers in Gran Canaria, Spain



Following the success of these school visits, an additional key activity was organised on March 11, 2025, in collaboration with the DISA Foundation. This event provided an opportunity for a group of selected students to visit ULPGC's facilities during the EXPER Final Conference. Supported by ULPGC, UAC, ITC, and CE, the event included presentations on the blue and green economy, offering students first-hand exposure to expert discussions in these fields.

Figure 47. Activity with DISA foundation, UAC, ITC, EMERGE, ULPGC- FPCTC and CE



A panel of experts from CE and ULPGC reviewed all submitted essays, carefully selecting the winners based on creativity, depth of analysis, and alignment with the themes of the call. The final award ceremony took place on March 28, 2025, at CE's headquarters in the Canary Islands, where trophies and prizes were distributed to the top three students Eduardo Afonso Londoño, Alicia Vidal Darías and Alejandro García Torres, and recognition was also given to their respective schools for their participation.

Figure 48. Delivering prizes at CE premises



Overall, the initiative successfully engaged 14 schools across the Canary Islands, reinforcing the importance of universities in fostering sustainability, research, and societal progress.

#### 4.4.2.2 IMPLEMENTATION IN THE AZORES

In parallel, the initiative was successfully launched in the Azores under the leadership of Terinov and UAC. With strong institutional support, the call for essays engaged 120 students from seven secondary schools, providing them with a unique opportunity to critically examine the future of universities and their role in advancing the green and blue economy.

Figure 49. Terinov's partners launching the University We Want in the Azores



As part of this effort, Terinov and UAC hosted dedicated school visits, ensuring that students were well-informed about the topics and expectations of the competition. These



visits not only introduced students to fundamental concepts but also encouraged them to reflect on how higher education institutions can drive economic development by leveraging the natural resources of the Azores.

Figure 50. Visits to Secondary Schools in the Azores



A key highlight of the campaign in the Azores was the regional event organised by Terinov on February 18-19, 2025. This two-day event, held as part of the broader EXPER project, brought together research leaders, experts, project members, and representatives from the societal challenge working groups led by ITC. The event served as a platform to discuss the broader role of research in regional development while also featuring the official announcement and award ceremony for the 'University We Want' essay competition.

Figure 51. Winner of the Prize in the Azores along with Terinov's partners



Among the submissions, 14 essays were collected and carefully analysed by Terinov's team, with linguistic clarity being a key selection criterion. Mariana Fernandes, a student from the Azores, was ultimately awarded the top prize for her outstanding contribution. Her essay was recognised for its insightful perspective on how universities can integrate local resources to create sustainable economic opportunities.



#### 4.4.2.3 IMPACT AND OUTCOMES

Through its comprehensive implementation, the ‘University We Want’ initiative successfully fostered student engagement with research and science, stimulated critical thinking, and provided valuable resources to educators. By leveraging a combination of interactive sessions, school visits, and regional events, the initiative effectively strengthened the connection between young students and the scientific community.

Beyond its direct educational impact, the initiative also contributed to broader gender equality efforts within the scientific field by promoting inclusive participation and encouraging young girls to consider careers in research. Moreover, by providing a structured platform for students to voice their visions for the future of universities, the initiative reinforced the objectives of Task 7.5 within the EXPER project, ensuring that the perspectives of future generations are considered in the ongoing transformation of higher education institutions.

Figure 52. Secondary School students engaging with the call for essays



The sustained engagement of CE, Terinov, ULPGC, and UAC over a full year underscores the significance of this initiative as a cornerstone of the EXPER project’s outreach and awareness-raising efforts. The initiative not only strengthened institutional ties with secondary education institutions but also provided a replicable model for future engagement activities aimed at fostering youth participation in shaping the future of higher education.

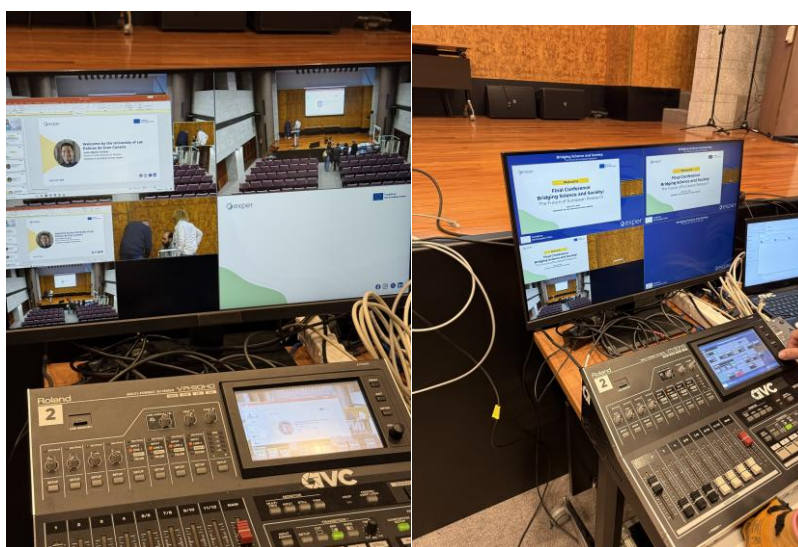
## 4.5 FINAL CONFERENCE

Given the hybrid format of the conference, CE led all technical and logistical arrangements, ensuring a seamless and professional execution of both in-person and online components under T7.4. This required extensive coordination with the ULPGC as the project coordinator, guaranteeing that the event aligned with the EXPER project's strategic goals while maintaining high production quality. The agenda of the event can be downloaded at: <https://exper-project.eu/wp-content/uploads/2025/03/EXPER-Agenda-final-conference.pdf>

### 4.5.1 VENUE AND AUDIOVISUAL SETUP

The Salón de Actos at the Humanities Building of ULPGC's Obelisco Campus was selected as the conference venue due to its capacity and modern audiovisual infrastructure, which allowed for simultaneous in-person and virtual participation. ULPGC-FPCTC played a key role in securing the venue and ensuring institutional support for the event.

Figure 53. Technical Setup of the Conference



CE managed the technical setup, which included:

- 🌐 A fully equipped stage with professional lighting and sound systems, ensuring clear visibility and audibility for both the live audience and online attendees.
- 🌐 A multi-camera setup, operated by an external audiovisual team, to provide a professional broadcast-quality experience for virtual participants.
- 🌐 A live streaming and recording system, ensuring remote attendees could engage in real-time while also allowing for post-event accessibility via StreamYard and YouTube.

To ensure smooth technical operations, CE developed a detailed event script for both:

- 🌐 Consortium's speakers and moderators, outlining the flow of sessions, transitions between presentations, and audience interaction guidelines.
- 🌐 The audiovisual and technical team, providing cues for camera changes, microphone activations, slide transitions, and remote speaker integration.

Additionally, a technical rehearsal was conducted the working day before the event, allowing the audiovisual team to test connectivity, lighting, and sound levels while ensuring that virtual speakers could connect without disruptions.

#### 4.5.2 HYBRID FORMAT AND ONLINE PARTICIPATION

One of the most complex elements of the event was its hybrid nature, allowing for both in-person and virtual participation. CE took full responsibility for coordinating the online components, which required:

- 🌐 Developing a dedicated hybrid conference management plan, outlining technical protocols for both physical and virtual attendees, ensuring smooth transitions between virtual and in-person speakers.
- 🌐 Utilising StreamYard as the primary platform for remote speakers, providing clear connectivity and broadcast-quality integration into the live event.
- 🌐 Preparing virtual speakers with detailed technical guidelines on how to connect, share their screens, and ensure their presentations ran smoothly.
- 🌐 Coordinating with ULPGC's venue technical support team to manage logistics.

To support virtual speakers, CE provided:

- 🌐 A pre-event test session to check audio and video quality.
- 🌐 A detailed technical guide, including a step-by-step process for accessing the platform, sharing presentations, and troubleshooting any technical issues.
- 🌐 A dedicated support team, available to assist speakers before and during the event.






#### 4.5.3 SPEAKER AND PARTNER COORDINATION

The success of the EXPER Final Conference depended on effective speaker and partner coordination, ensuring active engagement from all stakeholders. CE played a central role in managing speaker logistics, while ULPGC along with the consortium ensured that all discussions were aligned with the EXPER project's overarching objectives. The process started in September 2024.

#### 4.5.3.1 ENGAGEMENT OF HIGH-LEVEL SPEAKERS

Through close collaboration with project partners, several key figures were secured as speakers, including representatives from the European Commission, national research agencies, university alliances, and industry partners.

Key contributions included:

-  The European Commission's presence online, facilitated by CE and the Project Officer, who successfully invited:
  - Magda De Carli, Head of Unit at DG Research & Innovation, responsible for the ERA, Spreading Excellence & Research Careers unit.
  - Federica Roffi, Deputy Head of Unit at the European Research Executive Agency, who shared insights on the Widening Programme and its future directions.
-  The widerAdvance Facility, invited by ITC, provided critical insights into optimising research dissemination and exploitation in WIDERA regions.
-  Michele Rosa-Clot, invited by UNICAL and CE, delivered a key presentation on the European Charter for Researchers and the Human Resources Strategy for Researchers (HRS4R).
-  Izaskun Lacunza Aguirrebengoa from FECYT, invited by EMERGE, contributed expertise on talent retention and policy interventions.
-  Luis Coelho, representing the sister Ent-r-e-novators project, highlighted the role of European University Alliances in fostering innovation and research collaboration invited by CE.

#### 4.5.3.2 GUIDELINES FOR PARTNER INVOLVEMENT AND PRESENTATION COORDINATION

To ensure that all partners presented project results effectively, CE developed comprehensive guidelines outlining:

1. Structure of presentations – Including the process of implementation, key results, and lessons learnt from each work package.
2. Visual identity requirements – Ensuring all slides followed the EXPER branding and design format.
3. Presentation length – Keeping contributions concise (15-20 minutes per session) to maintain audience engagement.

4. Submission deadlines – Partners were required to submit presentations one week before the event for final review and integration into the technical system.

ULPGC, as project coordinator, played a critical role in ensuring that presentations aligned with the project's objectives, maintaining a clear focus on research excellence, knowledge transfer, and institutional modernisation.

#### 4.5.4 PROMOTION AND OUTREACH STRATEGY

A strategic communication and outreach campaign was implemented to ensure broad participation from researchers, students, industry representatives, and policymakers. Consulta Europa's communication team led this effort, designing and distributing promotional materials, press releases, and social media campaigns.

Promotional activities included:


-  Email campaigns targeted at universities, research institutions, and industry stakeholders.
-  Press releases distributed to European and national media outlets, highlighting the event's significance.
-  Social media engagement, leveraging platforms such as Twitter/X, LinkedIn, and institutional websites to reach wider audiences.
-  Printed materials, including conference booklets and signage, to enhance the visibility of key messages.
-  LinkTree including travel guidelines for attendees and relevant information about the event and the city of Las Palmas de Gran Canaria, Spain (<https://exper-project.eu/final-conference-exper/>).

ULPGC, as project coordinator, ensured institutional support and engagement within the university community, promoting the event among faculty members, researchers, and students.

#### 4.5.5 CONFERENCE EXECUTION AND KEY OUTCOMES

On the day of the event, Consulta Europa managed all aspects of conference execution, ensuring smooth transitions between sessions, speaker coordination, and audience engagement.

Key outcomes of the event included:

-  Successful participation of high-level speakers and European Commission representatives, reinforcing the relevance of the Widening Programme.



- 🌐 Dynamic discussions on the future of research excellence, knowledge transfer, and talent retention in Outermost Regions.
- 🌐 Strong engagement from both in-person and online participants, with interactive Q&A sessions and networking opportunities.
- 🌐 Valuable policy insights and best practices, contributing to future research strategies and institutional collaborations.

#### 4.5.5.1 INTERACTION AND AUDIENCE ENGAGEMENT: A KEY COMPONENT OF THE EVENT

One of the defining aspects of the EXPER Final Conference was its strong emphasis on audience engagement, ensuring that discussions were not just presentations of results but active exchanges of ideas between speakers, attendees, and the wider research community. The event successfully combined interactive elements, dynamic panel discussions, and real-time audience participation, both online and in person, fostering meaningful dialogue on the future of research excellence in Widening Regions.

Figure 54. Audience participation in the final conference



#### 4.5.5.2 LIVE DISCUSSIONS AND INTERACTIVE PANELS

Throughout the day, speakers and moderators encouraged an open and collaborative atmosphere, inviting participants to share insights, ask questions, and contribute to ongoing debates. This two-way interaction was key to bridging perspectives between policymakers, researchers, and industry experts.

Figure 55. Live interview led by EMERGE





A highlight of the conference was an in-depth interview session featuring Izaskun Lacunza Aguirrebengoa, General Director of FECYT, conducted by local journalist Verónica Pavés. The discussion explored critical challenges in talent retention, Spain's strategy for scientific mobility and research careers, and the role of national and European initiatives in strengthening research ecosystems. The engaging format, reminiscent of an expert talk show, allowed the audience to gain insider knowledge while posing direct questions to one of Spain's leading experts in research policy.

Another major interactive moment came during the panel discussion on Knowledge Transfer, moderated by Fábio Mestre dos Santos (Terinov, Portugal) and produced by CE. This high-level panel featured:

- 🌐 Sebastián López Suárez (ULPGC, Spain)
- 🌐 Néstor Rodríguez (Atrineo AG, Germany)
- 🌐 Thor Rodrigues (Atrineo AG, Germany)
- 🌐 Artur Gil (University of the Azores, Portugal)
- 🌐 Michael Leyer (University of Rostock, Germany)





Figure 56. Panel discussion during the final conference



This session focused on the role of universities in commercialising research and fostering collaboration with industry, with a particular emphasis on the experiences of the Canary Islands and the Azores. Consortium speakers highlighted the challenges and opportunities of knowledge transfer in peripheral regions, the importance of spin-offs and incubators, and best practices for bridging the gap between academia and industry.

#### 4.5.5.3 PRESENTATION OF RESULTS: CO-CREATION IN ACTION

A key feature of the conference was the presentation of project results by partners, all aligned with the co-creation process established throughout the EXPER project. These presentations were structured around the four main pillars of the event:

-  Capacity Building for Talent Retention (featuring insights from UNICAL and EMERGE)
-  Strengthening Knowledge Transfer and Spin-Offs (led by Atrineo)
-  Enhancing Interdisciplinary Research and Societal Impact, Diversity and Gender Equality (featuring ITC, ULPGC, and CE)
-  Improving Research Careers and Institutional Conditions (with contributions from UNICAL and ULPGC)

Each session not only showcased the outcomes achieved but also provided a space for discussion, allowing attendees to engage directly with the speakers and contribute their perspectives. This interactive format enhanced knowledge exchange and reinforced the importance of collaborative innovation in Widening Regions. More details can be found in the EXPER Project website: <https://exper-project.eu/exper-final-conference-shaping-the-future-of-research-in-europes-outermost-regions/>.

#### 4.5.5.4 GUEST SPEAKER PARTICIPATION

The final conference of the EXPER project featured a series of distinguished guest speakers who provided valuable insights and perspectives, enriching the discussions held between presentations of the project's key results. Their contributions served to contextualise EXPER's achievements within the broader European research and innovation landscape and offered forward-looking perspectives on relevant policy areas.

##### 4.5.5.1 OPENING REMARKS AND POLICY CONTEXT

The event commenced with opening remarks from Magda De Carli, Head of Unit at DG Research & Innovation (European Commission). Ms De Carli underscored the significant role of EU-supported initiatives such as EXPER in fostering more robust and inclusive research ecosystems across Europe. Following this, Federica Roffi, Deputy Head of Unit at the European Research Executive Agency, delivered a keynote address focusing on the Spreading Excellence and Widening Participation Programme within the European Union. Her presentation provided a comprehensive overview of the programme's objectives and impact, setting a strategic context for the EXPER project's outcomes.

Figure 57. Opening remarks



Further enriching the policy discourse, Anselmo Sosa, Spain's National Contact Point for Horizon Europe Widening, presented a keynote on the future of Widening Participation and Spreading Excellence. Mr Sosa's address offered valuable reflections on the evolving landscape of EU research policy in this domain, stimulating deeper consideration of future directions and opportunities.

Figure 58. Hybrid participation of speakers



#### 4.5.5.2 EXPERT INSIGHTS AND SYNERGIES

The conference also benefitted from expert insights on specific thematic areas. Michele Rosa-Clot from the European Commission (HR Excellence in Research) delivered a presentation on Human Resources Excellence in Research: The European Charter for Researchers and its implementation. This session highlighted the importance of fostering supportive and attractive research environments, aligning with the broader goals of capacity building and excellence promotion.

Figure 59. Key speakers in the final conference



Furthermore, the event facilitated knowledge exchange through the participation of related initiatives. Luís Coelho from Setúbal Polytechnic University presented the key findings of Ent-r-e-novators, a sister project focused on strengthening the research and innovation capacity of higher education institutions and their ecosystems. This presentation offered valuable comparative perspectives and identified potential synergies between the two projects.

Figure 60. Participation of the sister project Ent-r-e-novators



#### 4.5.5.3 FUTURE OPPORTUNITIES AND DISSEMINATION

Concluding the guest speaker segment, Laura Ruiz Caramés from The Canarian Agency for Research, Innovation, and the Information Society of the Canary Autonomous Regional Government (ACIISI) introduced the WiderAdvance Facility, a newly established initiative aimed at optimising the dissemination and exploitation of research outputs specifically within widening regions. This presentation highlighted emerging opportunities for maximising the impact of research and innovation in these areas.



Figure 61. WiderAdvance Facility's presentation



#### 4.5.6 HYBRID ENGAGEMENT: EXPANDING THE CONVERSATION BEYOND THE ROOM

A key strength of the event was its hybrid format, allowing broad participation beyond the physical venue. The conference was broadcasted live via StreamYard and streamed on YouTube, attracting a combined virtual audience of 171 participants:

- 🌐 90 attendees connected via StreamYard
- 🌐 81 viewers followed the discussions live on YouTube
- 🌐 67 participants attended in person at the University of Las Palmas de Gran Canaria

This approach ensured that researchers, policymakers, and stakeholders from across Europe could actively participate, regardless of their location and platform.

The EXPER Final Conference demonstrated the significant impact of collaborative efforts in strengthening research ecosystems in widening regions. CE's leadership in event organisation, combined with ULPGC's coordination efforts, resulted in a highly successful event that effectively showcased the project's achievements and future directions. Key takeaways include:

- 🌐 The hybrid format was successfully implemented, allowing for broad participation and international engagement.
- 🌐 Partner collaboration was essential in securing high-profile speakers and ensuring relevant discussions.
- 🌐 The event provided a platform to discuss future policy directions, ensuring sustainability beyond the project's duration.




The full broadcast of the event is available on YouTube: <https://www.youtube.com/watch?v=XSlCk3fYndg>.



## 4. CONCLUSIONS

The communication campaigns and dissemination events conducted within this project have played a crucial role in promoting its objectives and engaging relevant stakeholders. The strategic use of digital platforms, combined with traditional communication methods, has enabled widespread dissemination and meaningful interactions with target audiences.

The analysis of the dissemination efforts highlights several key achievements:

-  Increased visibility and awareness of the project's objectives and outcomes among diverse stakeholder groups.
-  Effective stakeholder engagement through various communication channels and events.
-  High levels of participation in project activities, demonstrating the relevance and impact of the dissemination strategy.

The success of the communication and dissemination activities underscores the effectiveness of the strategies employed as per D7.1 and the involvement of all project partners.



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