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# Culture or sport events

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DELIVERABLE D2.10  
MONTH 6, 12, 18

## Abstract

This deliverable describes the Culture and sport events organised during the EC2U Fora until M18. Note that each EC2U Forum is held at a different Partner university and the present deliverable details the Culture and sports events from the following Forums:

- 1) EC2U Forum #2 – organised by the University of Turku (online event)
- 2) EC2U Forum #3 – organised by the University of Salamanca (hybrid event)
- 3) EC2U Forum #4 – organised by the University of Pavia (hybrid event)

To contextualise the following deliverable, it is to be noted that the European Campus of City-Universities (EC2U) is all about creating a shared space. This shared space is diverse and stretches across seven countries, seven academic cultures, and seven cities. Students are at the centre of every university campus and its culture and therefore at the centre of the missions and vision of the EC2U campus.

‘Culture or sport events’ are student-centred and include a variety of actions from scientific, artistic, cultural, and sport activities with the goal of raising cultural awareness and intercultural understanding, while promoting health, well-being, and awareness on healthy lifestyle among students. These events are organised in collaboration with local Student Organisations and/or Student Associations (such as Erasmus Social Networks (ESN) which are EC2U Associated Partners). These events contribute to a multi-cultural inter-university student and campus life across the Alliance and encourages the EC2U student community to share experiences within a pan-European campus.

## D2.10 Culture or sports events

### Month 6

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## I. Programme of the Culture and sports event during the Forum in Turku

### A. Objectives of the event

In 2021, the University of Turku organised the second EC2U Forum<sup>1</sup>, that gathered 137 students from all EC2U Partner universities. The Culture and sport event, namely Student event, was held simultaneously during this online Forum with one goal: enhance common activities in science, art, culture and sports to strengthen the idea of a European campus.

The second EC2U Forum Student event 'Life in the European Campus: A Glimpse to Student Culture and Activities' was organised by the Student Union of the University of Turku. The programme was enriching for all participating students, as it introduced glimpses of local student culture and proposed activities that were specific to student life in Finland. The event encouraged open discussion between students on both the differences and similarities of student and campus life across the seven universities of EC2U. As one objective of the EC2U Alliance is to enhance multi-cultural exchanges, it was truly inspiring to witness the diversity of student participants come together and voice their experiences.



Figure 1: Screenshot of the pre-event communication for the student event

<sup>1</sup> More information about the EC2U Forum in the deliverable D8.6 EC2U Forum.

## B. Description of the event

### 1. Organisation of the event

The event organisation was led by the Student Union of the University of Turku and, in particular, the Turku Student Representative for the EC2U Alliance, Joni Kajander.

The Student event 'Life in the European Campus: A Glimpse to Student Culture and Activities' took place on the 20<sup>th</sup> of May, online, and was open to all EC2U students. This event lasted two hours and was composed of a series of short explanatory videos about student and campus life in Finland; each video was followed by open, participatory discussion between the Student Representatives of all EC2U Partner universities. The latter allowed attendees to reflect on the different cultures of the seven campuses of the Alliance and share their university experiences.

The event began with an introductory video of the Student Union of the University of Turku which highlighted the role of this organisation within the student life at Turku. Five other videos were presented during the event on the following topics:

- Student associations
- Special student clothing
- Student sports
- Biggest yearly campus events (opening and closing ceremonies)
- Festivity culture

These short teasers were used, not only to illustrate the Finnish student and campus life, but also to provide concrete examples on which attendees could build upon and easily relate to, whether it be the rules of wearing overalls, how to play Kyykkä (a Finnish traditional sport) or the party etiquette in Turku.

Student Representatives also used this opportunity to discuss the innovative ways in which student organizations adapted their actions during the pandemic and highlighted the different aids they provided students at their universities.

The event gave multiple points of view on Finnish student culture, but also on the diverse cultures of the EC2U Alliance. The open discussions went smoothly and students shared their experiences with enthusiasm.

## 2. Keynote speakers

The event was led by three hosts from the University of Turku:

- **Joni Kajander**, Student Union Specialist in Academic Affairs, University of Turku.
- **Maria Nieminen**, Board Member in charge of student culture, University of Turku.
- **Laura Forsman**, Event Producer, University of Turku

Student representatives from four other universities of the Alliance participated:

- **Beatriz Gonçalves**, University of Coimbra.
- **Marie Lautour**, University of Poitiers.
- **Miguel Angel Sanchez**, University of Salamanca.
- **Matteo Carbone** (and other participants), University of Pavia.

As an online tool was used to host the event, the chat was open to all students and was moderated by **Frida Pessi**, Communications Specialist of the Student Union, University of Turku.

## II. Dissemination of the event

### A. Pre-event communication

Prior the event 'Life in the European Campus: A Glimpse to Student Culture and Activities', Partner universities participated in the communication campaigns on social media. Social media posts were published in both English and in local languages across the EC2U campus. The objective of pre-event dissemination was to provide an overview of the Student event session, share information on how to join the event, and increase student participation from each country of the Alliance. See, below, a few examples of social media posts made by the Partner universities:



Figure 3: Social media post by the University of Turku



Figure 2: Social media post by the University of Coimbra (in the local language)



## B. Communication during the Forum

Communication during the event was done on social media by the University of Turku and by the EC2U Alliance and its members. Live tweets/posts were also published on social media channels such as short videos posted on Instagram by students themselves. These posts highlighted the different topics discussed during the event and the successful participation of students.



Figure 4: Antonella Forlino, Rector of the university of Pavia tweets live on the Student event



Figure 5: The university of Turku published a post on social media

The online chat (via the software used to host the Student event) was also an active way of communicating with the students connected and ensure that all attendees were fully involved in this session.

## C. Post-event communication

### 1. Online videos

Note that as part of the second EC2U Forum, this session was recorded in order to share the session with the EC2U Community.

Post-event communication was focused on diffusing the recording of the Student event 'Life in the European Campus: A Glimpse to Student Culture and Activities'. This video recording was edited

and posted on the University of Turku's YouTube channel ([access the session recording here](#)) and on the official EC2U YouTube channel ([access the video here](#)).

## CONCLUDING REMARKS

This event, which was the first student event for the EC2U Alliance, was an excellent start towards understanding and learning from each other's experiences and the different student cultures within the EC2U Campus. The main goals of the event were successfully achieved, and although remote participation set restrictions on how to facilitate conversations during the event, this session was a success. The network of student representatives remains at an early stage of development and this session was an opportunity to strengthen this community and underlined the importance of such an event.

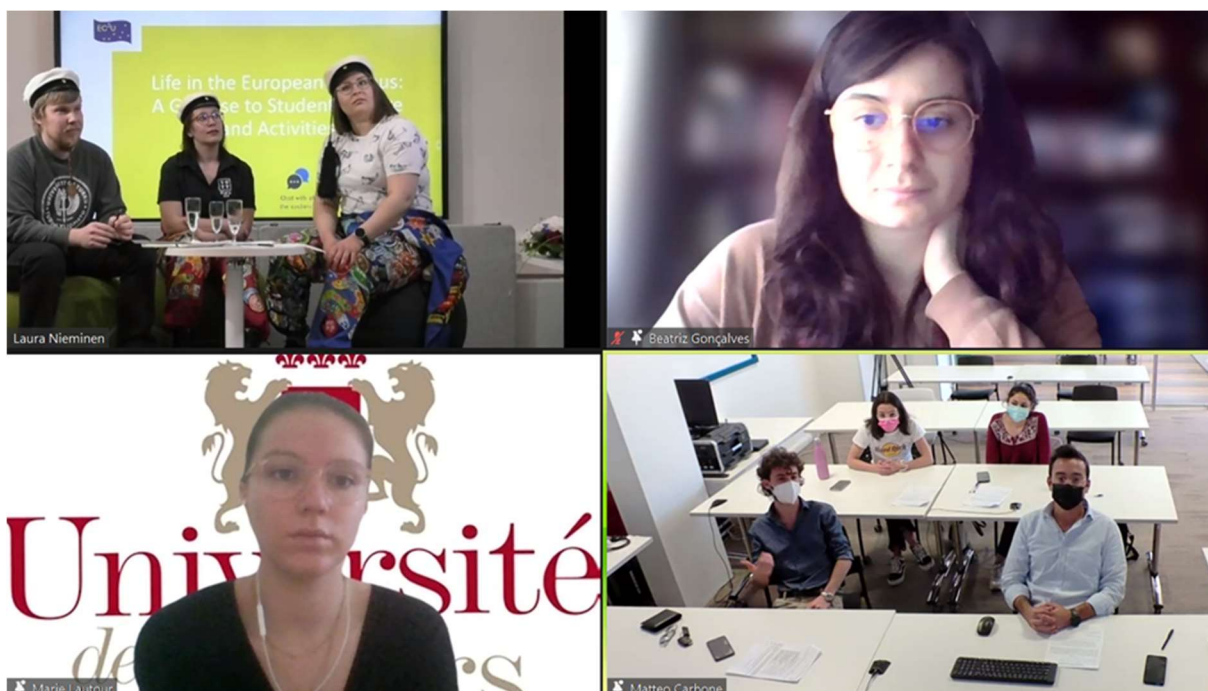


Figure 4 : screenshots of student representatives involved in the first Culture and sports event held during the online Forum

Please note that the content of this activity / deliverable is available in the different languages of the EC2U Alliance upon request.



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### Month 12

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## I. Programme of the Culture and sports events held during the Forum in Salamanca

### A. Objectives of the events

As one of EC2U's mission is to create a common space and enhance intercultural understanding across the Alliance, the second Forum held in Salamanca was the opportunity to organise a diversity of student-centred Culture and sports events. The second EC2U Forum, therefore this Culture and sports events, was held in-person in Salamanca which was an unprecedented experience for students among the EC2U Community.

The Culture and sports events were organised by and in collaboration with the Student Union of the University of Salamanca and were composed of a multitude of activities destined for students. These activities included sport-focused events such as archery as well as open discussion groups about the future of higher education. Though the different activities proposed adopted diverging approaches, these events were the opportunity for students to discover more about the student lives and cultures across Europe and strengthen the student network.



*Figure 1: students meet to discuss the Forum and the Culture and sports events*

## B. Description of the events

### 1. Organisation of the events

During the EC2U Forum held in Salamanca, the Culture and Sports events were organised by the Representatives of the EC2U Work Package 2 'Culture and Campus Life' of the University of Salamanca in direct collaboration with the students from the local Student Union and Erasmus Social Network (ESN).

Three main activities were held throughout the week with the goals of sharing the EC2U experience and creating long-lasting relationships with students from all Partner universities; these activities were:

- A student sport event – on the 26<sup>th</sup> of October
- An intercultural student evening – on the 27<sup>th</sup> of October
- An academic session: a debate on the future of higher education – on the 27<sup>th</sup> of October

Note that the Students Sport Event and the Intercultural student evening were held for students alone whereas the Academic session was open to all EC2U Staff, Associated Partners, citizens and other key stakeholders.

#### a) *A student sport event*

This activity was held on the first day of the Forum to welcome all students to Salamanca. This outdoor sport event took place over two hours and was an opportunity for students to discover archery, paddle, and football. Thirty-six students participated and were divided into three groups with students from most Partner universities, hence allowing the students to get to know each other. Experts from the university of Salamanca were present to explain all three sports and give a brief presentation of the sporting activities proposed at the university.



Figure 2: Students from all Partner universities played archery, football, and paddle.

*“We then met the entire EC2U Student Delegation and went to the multi-sport complex to play sports together and get to know each other. The teams included people from each university, so we got to know everyone by playing soccer, paddle and archery. For the latter sport, our instructor was one of the best archers in the country, who plays for the national team. It was really nice to learn how to do archery with someone so passionate about it!”*

**A quote from “A travel piece by the French Student Delegation”**

#### *b) An intercultural student evening*

This activity was organised solely by the students of the University of Salamanca. This informal get-together took place in a local bar in the city-centre: Erasmus Biergarten. After sharing a typical Spanish Dinner, a karaoke session was organised for each Student Delegation to sing their traditional folk songs and learn more about the musical scene in each country of the Alliance. A fun contest about national trivia allowed students to discover more about EC2U Partners and share facts about their local cultures.



Figure 3: Students celebrated their different cultures during an intercultural evening

*“The EC2U Forum in Salamanca was an experience that provided me with the opportunity to expose myself to other cultures and mentalities by interacting with students from different countries and getting to taste the flavour of a Spanish University city.*

*Whether it was a sports event or a simple city tour, I enjoyed being surrounded by students from other universities like Coimbra, Poitiers, Jena, Pavia and Salamanca, exchanging ideas and thoughts, promoting our culture and discovering others.”*

**A student from the University of Iasi talks about her experience**



c) *An academic session on the future of higher education*

This activity named: **'EC2U Students' Network - academic session:** A Debate about the future of higher education: what do students need?' allowed students to debate about key elements of their student life and their experiences across the EC2U Campus.

The debate was led and moderated Ángel Canal, Student Representative from the University of Salamanca, who asked specific questions to student representatives selected from each Partner university. This session brought dialogue among the students and provided them with the opportunity to voice their thoughts and opinions about the opportunities and challenges in higher education.

This event was open to students from all Student Delegation as well as to key stakeholders of the Alliance including but not limited to EC2U Staff, Associated Partners and citizens. This event was share online to allow all students from the Alliance to attend this relevant academic session.



Figure 4: Students discuss the opportunities and challenges in higher education

Note here that students had the opportunity to prepare this academic session the previous day and key topics came to light which were interestingly linked to the core EC2U United Nations Sustainable Development Goals: Quality Education (UNSDG n°4) and Sustainable Cities and Communities (UNSDG n°11). Refer to the deliverable D8.7 for more detailed information on the outcomes of this session.



## II. Dissemination of the event

### A. Pre-event communication

Pre-event communication was mainly done via emails and social media, by the Partner universities and the EC2U Alliance. These communication channels were chosen to better reach the targeted audiences. Social media posts were used to promote the different events.

#### Participez au Forum EC2U à Salamanque, en Espagne

**Les universités membres de l'Alliance EC2U se réunissent du 26 au 28 Octobre à Salamanque en Espagne, à l'occasion du 3<sup>e</sup> Forum EC2U. Tentez votre chance pour participer à cet événement !**

Dans le cadre de ses activités, l'Alliance EC2U organise tous les 6 mois un **Forum** européen pour initier des débats sur des sujets de société, enrichis par des interventions d'étudiants, d'enseignants chercheurs, de citoyens, de collectivités locales et régionales, etc

Pour cette 3<sup>e</sup> édition, les membres de l'Alliance vont se rencontrer pendant 3 jours à **Salamanque**, en Espagne. Une délégation de **5 étudiantes et étudiants sont invités à participer à cet événement**. Au programme : événement sportif, soirée interculturelle, discussions académiques... Les frais de transports, d'hébergement et de subsistance seront pris en charge par l'Alliance EC2U.

Saisissez cette opportunité pour prendre part à un événement interculturel, élargir vos horizons et rencontrer de nouvelles personnes !

**Pour candidater, envoyez un mail à [ec2u@univ-poitiers.fr](mailto:ec2u@univ-poitiers.fr) avant le 4 octobre en expliquant vos motivations et votre intérêt pour ce Forum.** Les niveaux et domaines d'étude ne sont pas déterminants dans la sélection des candidats et candidates. Un bon niveau d'anglais est préférable pour s'intégrer facilement et participer à toutes les activités.

A bientôt à **Salamanque**,  
Cordialement,

L'équipe EC2U



Figure 5: An example of the email campaign sent at the university of Poitiers

## B. Communication during the Forum

All Culture and Sports events held during the EC2U Forum were promoted on the global EC2U communication channels as well as on the University of Salamanca social media. The goal was to highlight the involvement of students during the EC2U Forum and show the variety of activities proposed by the Alliance and the local student associations. See examples below.



Figure 5: The Student Sports Event was shared on the University of Salamanca's social media feed



Figure 6: The academic debate was reposted on the University of Salamanca's social medias channels.

Note also that to facilitate communication between students during the event, all students from the different Universities were connected via telegram.

## C. Post-event communication

### 1. Online videos

The sports event was recorded at the Sports Facilities of the University of Salamanca by the local media of Salamanca, and it was published via Twitter (see screenshot below). The video shows the students playing the different sports proposed as well as opinions for several students from the University of Pavia, the university of Poitiers, and the University of Jena. [Access this video here.](#)



Figure 7: A video on the Students' Sport event was published by the University of Salamanca on Twitter.

### 2. Graphic recording

The session '**EC2U Students' Network - academic session: A Debate about the future of higher education: what do students need?**' was a key moment during the Forum allowing students to discuss the future of their education, and specific themes such as sustainability and multilingualism. A graphic recording produced by Blanche Ellis was therefore made and disseminated via the article '[Successful first face-to-face EC2U Forum in Salamanca](#)' on the EC2U website to share the results of this student debate (see image below).



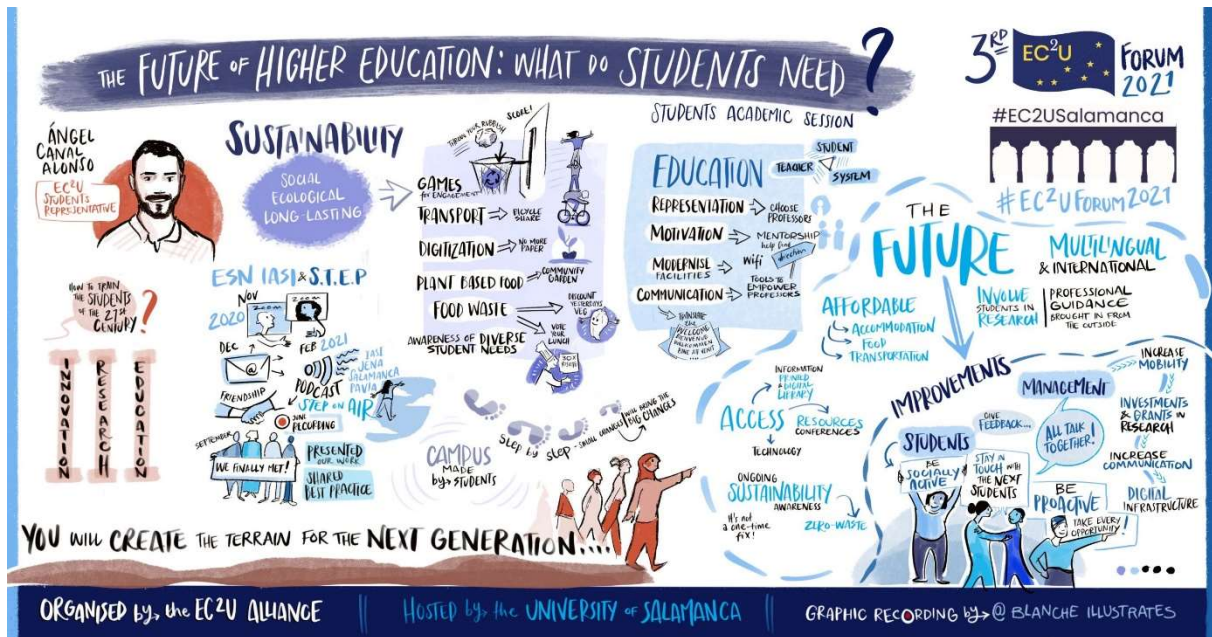


Figure 8: Graphic recording by Blanche Ellis on the students' academic session.

### 3. Student testimonials

To highlight student engagement in the Forum and their experience throughout the week, student testimonials were gathered and published on the EC2U website '[EC2U students gave their feedbacks of their experience in Salamanca](#)'. This article was published after the event to highlight the opportunities of the Forum and contribute to the visibility of students within the Alliance.

## CONCLUDING REMARKS

The third EC2U Forum was the opportunity to organize Culture and Sports events for all Partner Student Delegations present in Salamanca. Over 30 students participated in these events in person and the Forum was a unique experience for students to share more about their cultures and contribute to the development of the EC2U Alliance.

The main goals of the Culture and sports event were successfully met and brought together students around common activities whether it be in person or remotely. Students are at the heart of the Alliance and these events solidified the relationships between various EC2U stakeholders.



*“If I should describe this experience using only one word, that word would be “empowering”.”*  
**A student from Iasi**

*“Young people can help shape the further work of EC2U through their ideas or contribute their own suggestions.”*

**A student from Jena**



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## D2.10 Culture or sports events

### Month 18

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## I. Programme of the Culture and sports events during the Forum in Pavia

### A. Objectives of the events

The fourth Forum of the EC2U Alliance was held – for the first time only in presence (for student activities) - in Pavia from the 4th to the 7<sup>th</sup> of April 2022. The Students' programme focused on the promotion of sport activities for university students and their organization in the different Partner Universities of the Alliance. One key axis of the Students' programme was the sharing of practices across the universities of the Alliance, regarding 1. Organization and management of sports activities in terms of the promoting entity (University Sports Centre, University, external association, etc.), 2. Promoted disciplines, and 3. Approaches to involve the academic community in sports. The goal of such an approach was to simplify the participation in sport activities for all mobility students and staff across our City-Campuses by gathering information that could be shared through the My Mobile Tutor-EC2U application.

The Culture and sports events were organised by the representatives of the EC2U Work Package 2 'Culture and Campus Life' of the University of Pavia (UNIPV) in collaboration with the students from the local Erasmus Student Network (ESN) and the University Sports Centre (CUS) of the University of Pavia. These activities included sport-focused events, social events in the evening, as well as open discussion groups about the future of higher education.

### B. Description of the events

#### 1. Organisation of the events

Following the feedback received from students attending past EC2U Forum, a specific agenda devoted to students (in parallel to the general agenda) was defined for the Forum in Pavia. The Students' programme was designed by the EC2U team of the University of Pavia, Professor Stefano Ramat (UNIPV representative for Work Package 2), in coordination with the UNIPV Student Representative and the local branch of ESN.

Note that during the 4th EC2U Forum, two other events related to the EC2U Alliance took place in parallel, namely the EC2U Entrepreneurial Week and the Cultural Cities Twinning (CultCities) project. Students had the opportunity to interact with the participants and participate in certain activities.

Three main Culture and sport lines of events were organized throughout the Forum, for students to promote the EC2U experience and allow them to develop long-lasting relationships with their peers from all Partner universities. One line of events was sport-centred; another one aimed at promoting the discussion among students, leading to 'The voice of students' discussion session, the EC2U Ambassador training, and the realization of a podcast on the students' ideas for the future of EC2U; and the final one was devoted to socializing and developing relationships and was autonomously organized by the local ESN section.

#### a) *Sport-centred events*

##### **A rafting activity**

On the morning of Tuesday April 5th, a rafting activity was organized on the Ticino river for ice-breaking and the kick-off of international networking among students. The group gathered at the University Sport Center (CUS) facility, boarded a tourist wheel train and was transported about 8 Km upstream to the Canarazzo site where five rafts were prepared. Three Dual Career student/athletes from the CUS kayak team and two coaches provided basic instructions to the students and led the rafts downstream to return to the starting CUS facility.



Figure 6: Students during the rafting activity



## Workshop and meeting with Paralympic champions

The afternoon of Tuesday April 5th was devoted, first, to the workshop 'Promoting sport activity in the University Campus' and, second, to meeting student/athlete champions participating in the Dual Career programme of the University of Pavia.

During the workshop one student from each university presented the organization of the promotion of sport activities in his/her campus highlighting the promoting entity, the offer, the mandatory documents for participation and its associated costs.

After a coffee break, students had the opportunity to meet and interview one Paralympic Tokyo medallist for swimming and three world champions in kayaking, which are all students at the University of Pavia, to discuss and understand how high-level sport can be compatible with university studies. The EC2U students asked many questions leading to an active and fruitful discussion, which emphasised the need of promoting sport in European campuses and making it accessible to all students and staff, even during international mobility.



Figure 7: The workshop on Promoting sport activity in the University Campus and the meeting with the Paralympic champion Monica Boggioni (second photo) and European champions from the CUS Pavia kayak team.

## Fitness session

The morning of Thursday the 7th was kicked off with a fitness session in the Cortile Teresiano, the historical court of the University, which was freed from its usual car parking destination to host the event. Staff from the University Sports Center led the one-hour fitness class with music that involved both international and Pavia students to start the last day of the Forum. The fitness activity was intense but really appreciated by the several students attending the session that started the day in a different way before joining the main programme of activities. It had such a big impact and received positive feedback that, during the Closing conference, it was decided to extend this idea to the staff and general public in future similar events.



Figure 8: Sport activity in Cortile Teresiano, led by CUS Pavia

## b) 'The voice of students' session, podcast session, and EC2U ambassador training

The morning of Wednesday the 6th, prior to the opening ceremony, was devoted to brainstorming and discussions on the preparation of the students' podcast, 'The voice of students' discussion session and to the training on 'How to become an effective EC2U Ambassador'. The students selected one of the three groups and guided by some facilitators worked on thematic areas increasing several soft skills such as communication, teamwork and problem-solving skills, in a multicultural environment.

## Student's podcast

This session was managed by S.T.E.P ESN Pavia and was held at the Globec Hub office of the University of Pavia. In the morning, the students were asked to brainstorm ideas and topics that could be discussed during the podcast. After selecting the ideas to be presented, involving the



values, importance and meaning of the EC2U Forum for students, they prepared the script. The afternoon was then dedicated to the podcast recording.



Figure 9: Students designing and recording the podcast, activity lead by ESN Pavia

### **‘The voice of students’ discussion session**

This session was facilitated by Giulia Falchi from the University of Pavia and Flora Dausque from the University of Poitiers. One week before the event, students that signed up for this group activity received, by email, the MANIFESTO FOR THE FUTURE OF EUROPE AND EUROPEAN UNIVERSITIES redacted by EUC (European Universities Community) and focused on students’ engagement, in order to prepare for the session.

#### Preparation of ‘The voice of student session’

Students had two dedicated sessions, one in the morning and one in the afternoon, to brainstorm, discuss ideas on the future of University alliances and select the topics to present during ‘The voice of students’ discussion session. The students considered the following themes as a priority and wished that the EC2U Alliance and the involved Universities take them into consideration while organising future activities.

- International environment and sustainability
- Social engagement

- Health care and sport

The group was then divided into 3 subgroups, each discussing the chosen issue in depth and trying to find cause and solution and prepare the presentation.



Figure 10: Preparation of the session 'The voice of Students' - photos shared on social media channels from the Partners of EC2U

### The session 'The voice of students'

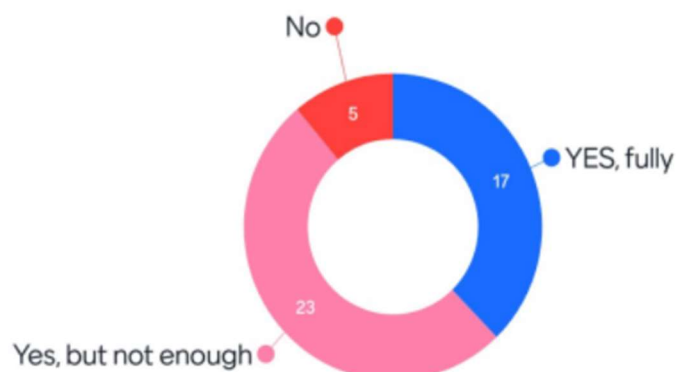
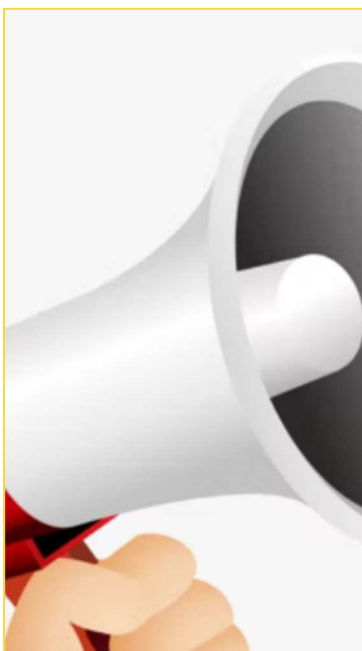
This session was included in the general agenda of the Forum and was attended by students, professors, and members of the EC2U governance. This session was livestreamed on EC2U YouTube channel and the recording remains available (access the recording of the session [here](#)). The session was moderated by Giulia Falchi from the University of Pavia who, before giving the floor to students for their presentations, described the preparation work previously carried out and, using Mentimeter platform, asked the audience to participate in a preliminary ice breaking activity. Two questions, to which the responses are presented below, were asked: 1. Which are the first two words that come to your mind when you think about the EC2U Alliance? 2. Do you think the voice of the students is taken into consideration within the EC2U Alliance?

Which are the first two words that come to your mind when you think about EC2U Alliance?

Mentimeter



Do you think the voice of the students is taken into consideration within the EC2U Alliance?



The session continued with the presentation of the 3 groups who, after each intervention, asked questions to the audience, which actively participated in the discussion. The three main topics discussed were:

- **International environment and sustainability:** how to promote cultural exchanges, multilingualism, and environmental-friendly campuses?

- **Social engagement:** how to promote community cooperation? Equality? And, how to reduce the gap between Universities and the work field?
- **Health care and sport:** how their promotion and accessibility can be enhanced within the University?



Figure 11: Students moderating the conference 'The voice of Students'

### Training on 'How to become an effective EC2U Ambassador'

This session was led by Heather Hunt from the University of Poitiers and Suvi-Anni Huhtinen from the University of Turku with the collaboration of Eleonora Lazzarin from the University of Pavia. Around 15 students, interested in promoting the Alliance, joined the session.

During the training, the facilitators provided students with information about the new ambassador programme, its goals and the ways to promote the Alliance as a student. Additionally, four current student ambassadors of University of Pavia (Ali Khalili Geshnigani, Hilal Yilmaz) and University of Turku (Irene Pampallis, Yuka Endo) shared their experiences of being student ambassadors, providing valuable insight and tips for the soon-to-be EC2U Ambassadors.

After learning the basics of creating compelling blog posts and video blogs, the participants worked in smaller groups to brainstorm interesting blog and vlog topics about EC2U and student



mobility. One student from each Partner university signed up as official EC2U Ambassadors who will continue spreading the word about EC2U from a student perspective.



Figure 12: EC2U Student ambassadors

### c) *Socializing and developing relationships*

EC2U students had many opportunities to get to know each other and meet national and international students currently living in Pavia throughout the Forum. Students also had different chances to discuss with Professors, EC2U governance bodies and stakeholders while attending several common sessions of the Forum and social events like the Welcome and Goodbye cocktail.

Social activities targeted to students were organized by the local ESN section which opened all the events to the student community of the University of Pavia.

The first social event was, on 4th April, the Welcome and Registration followed by ice breaking activity held at Aula Bottigella, Palazzo San Tommaso at the University of Pavia. The students had the opportunity to meet for the first time and get all the information needed for the upcoming days. Then, they moved to Castello Visconteo for the Welcome cocktail organised in partnership with the Municipality of Pavia.

On April 5th, students were involved in the EC2U Mobility Fair, held at Aula Magna and Cortile delle Statue. This was the occasion for all the EC2U universities to present themselves and the mobility opportunities offered by the EC2U Alliance. Hundreds of students attended the event, that included a typical “italian aperitivo”



On the 6th of April, the local ESN section organised a picnic lunch at Ticino River with some music and packed lunch for students. The initiative was really appreciated by the students and gave them the opportunity to discover another side of Pavia. During the afternoon, the students together with EC2U staff enjoyed the guided city tour of Pavia organized by some volunteers of STEP ESN Pavia.

The local ESN section organised also evening events throughout the Forum, held in the city centre of Pavia, namely:

- April 4th: **Karaoke night**, at Agua bar (Piazza Vittoria, 12)
- April 5th: **Tandem night**, at Broletto pub (Piazza Vittoria)
- April 6th: **Dinner and Dance night**, at Hide bar (Viale Indipendenza, 72)
- April 7th: **Quiz night**, at Hide bar (Viale Indipendenza, 72), which was won by the delegation of the University of Jena



Figure 13: Students events organized by STEP ESN Pavia

## II. Dissemination of the event

### A. Pre-event communication

The Students' Agenda was circulated in advance among EC2U Student Representatives and all Work Package 2 representatives. The programme was then communicated - by these representatives – to the students prior the selection of mobility candidates. The aim was to allow students to make an informed decision on their application to the Pavia Forum. The call, promotion and selection of the students, was performed locally and each Local Coordinator communicated to the UNIPV EC2U team the selected candidates. Pre-event communication was done via direct communication to the students, but also via communication campaigns, whether they online or physical. As an example, below is the advertisement of the call launched in Pavia for recruiting 10 students. An article was also published on the university website (access this article [here](#)).



Figure 14: Poster from the university of Pavia

All Partner universities followed the same communication elements, promoting the Students' programme online and physically. The EC2U Alliance also communicated on this programme on the EC2U website and social media channels. [Access the article published on the EC2U website.](#)

For organisational and logistical reasons, the attending students were asked to fill in an online survey to confirm their participation in sport activities, social events and to select the group (A, B or C) for April 6th working sessions. Then, each group was contacted to provide information on logistics and preparatory material.

- Group A - Realisation of podcast
- Group B - Preparation of the session 'The voice of students'
- Group C - Training on 'How to become an effective EC2U Ambassador'

In preparation of the workshop '**Promoting sport activity in the University campus**', the incoming students were also asked to gather information on the organization of sport promotion in their own university campus.

## B. Communication during the Forum

Introductory information was provided to all registered students on the opening day of the Forum at the Welcome activity held at Palazzo San Tommaso – Aula Bottigella (UNIPV). Information included gathering times, locations, transportation, and specific requirements such as suggested clothing for the planned activities.

Visibility material including roll ups, signs and information desk with a participation list was always displayed at the entrance of each event in order to help students better identify the location.



Figure 15: Print materials, rollup and posters at the welcome activity and registration desk

Physical promotional material, notably posters, were also posted around the city of Pavia. These posters provided key information on the different activities for students and aimed at further including the students of the university of Pavia and the citizens of the town. A few examples of promotional posters are below.





Figure 16: Posters and rollups shown in the Pavia university campus and affixed around the city of Pavia for the students' activities

To facilitate communication between all students gathered in Pavia, a WhatsApp chat including all registered students was created by the local ESN branch. This chat was used for reminding gathering times, locations, and directions of all planned activities.

Specific posts on the Instagram and Facebook accounts of the EC2U, University of Pavia, S.T.E.P. ESN Pavia and CUS accounts were published for announcing the upcoming events as well as posters of special events were displayed at the University campus of Pavia with the aim of inviting all the UNIPV student community.



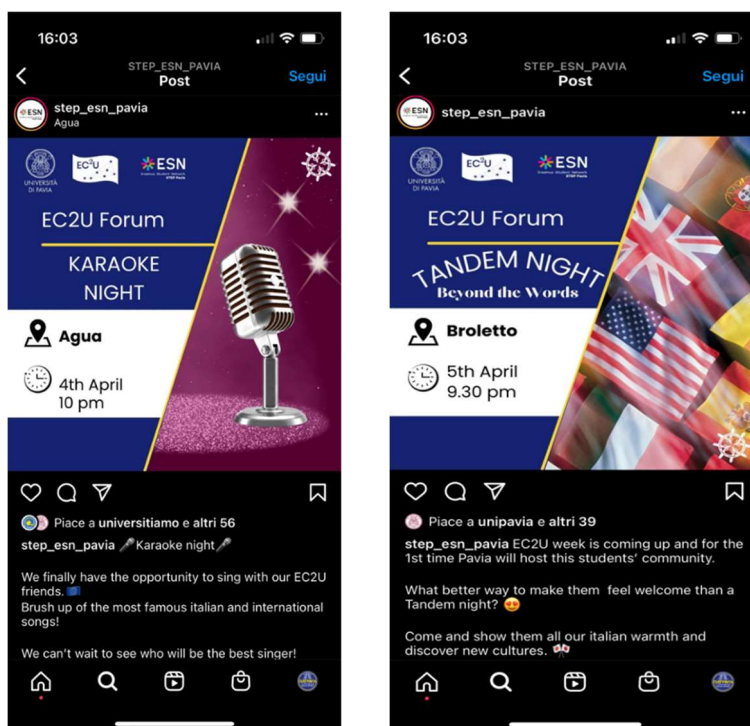


Figure 17: screenshot of some posts on the S.T.E.P ESN Pavia social media channels regarding the students' night events

In parallel to the event in Pavia, the University of Poitiers organised different sessions to follow the Forum at a distance. It was promoted on the [University of Poitiers's website](#) and via emails.

## C. Post-event communication

### 1. Online videos

The session 'The voice of students' was recorded and published on the EC2U YouTube Channel. The goal was to disseminate the information shared during the session and highlight the input of the students in the EC2U Alliance. [Access the video here.](#)

In order to share their experience with the EC2U project gathered at the Forum in Pavia, the participating students, represented by Gloria, Guillaume, Thomas and Alex, recorded a podcast, together with the students of the local ESN branch, which is now published on the EC2U YouTube Channel. [Watch the podcast here.](#)

### 2. Articles

A news article summarizing the highlights of the Students' programme, including the direct testimony of their experience through interviews to some of the international participants, was published on the Partner universities' websites and the EC2U website. A few examples are listed below:

- The university of Pavia news page: <http://news.unipv.it/?p=67446>
- The university of Coimbra news page: <https://ucpages.uc.pt/noticias/artigos/consorcio-integrado-pela-uc-homenageia-cesario-silva-e-assina-parceria-com-universidade-de-lviv/>
- The EC2U website: <https://EC2U.eu/EC2U-forum-pavia-the-voice-of-the-students-on-the-event/>

### 3. Social media posts

During and after the event EC2U Partners, Associated Partners and students shared on their social media accounts their experience through stories and posts. Below some examples of posts:

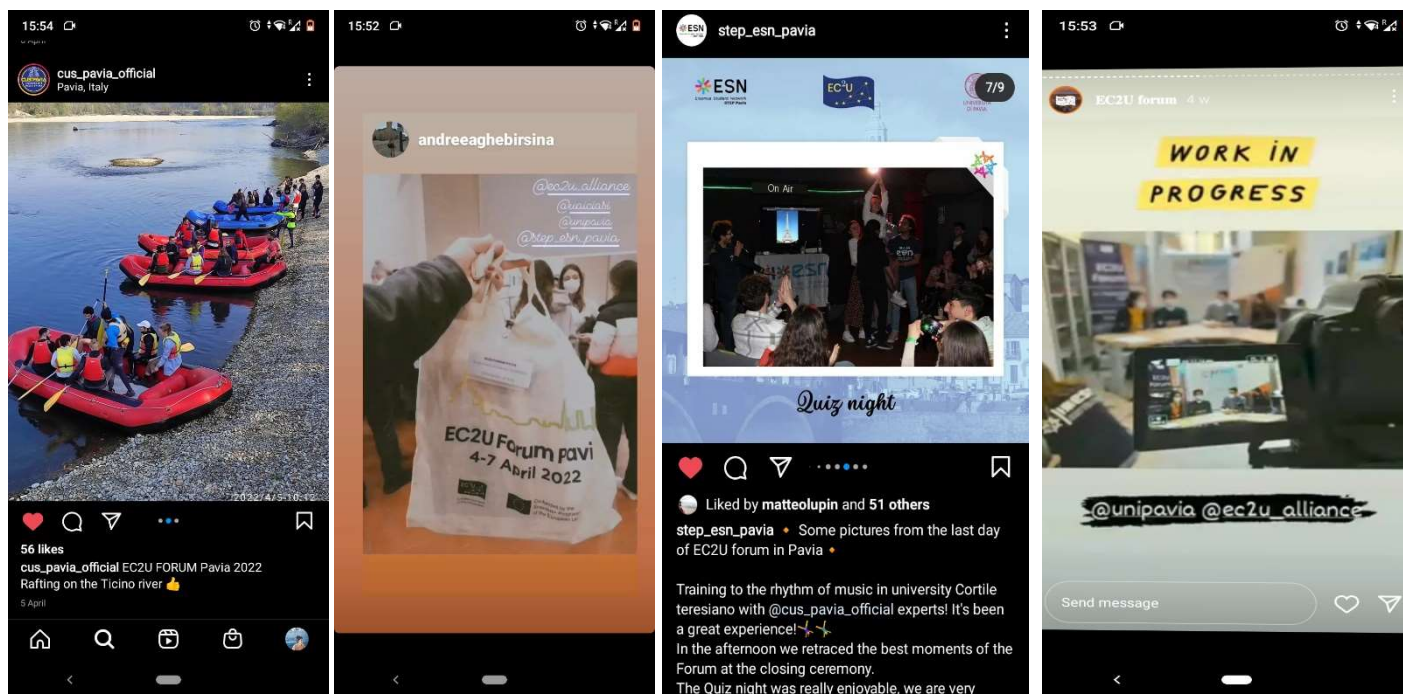


Figure 18: screenshots of Instagram stories published during the event on different channels

Students also described their experience on LinkedIn via posts destined for a large target audience. Access the post by Guldane Karaduman [here](#) and the post by Eleonora Lazzarin [here](#).

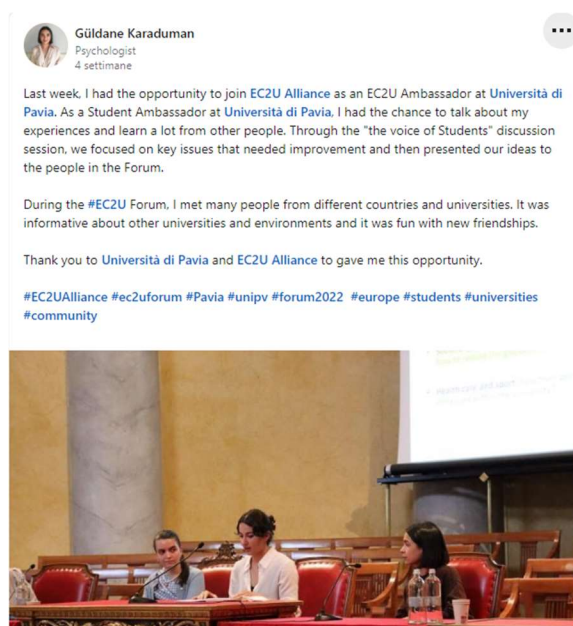


Figure 19: a post on LinkedIn published by a student participating in the EC2U Forum Pavia

Kindly note that at the time of writing this report the post event communication is still ongoing due to the large amount of multimedia material collected from EC2U students, EC2U staff, Associated Partners, photographers, and video makers of the University of Pavia. More publications will follow during the upcoming weeks with videos, interviews, and articles collecting students' experiences.

#### 4. Student testimonials

A final online survey has been proposed to all students attending the Forum and we have collected positive feedback, below some direct comments:

*"It was the most unique week of my university life so far, and this event makes me want to go to study abroad"*

**A student from Iasi**

*"All the events I attended were well-planned and carried out. The quality was like no other, not only when it comes to the organisation but also regarding the participants and the actual outcomes we had in all the sessions. I learned a lot!"*

**A student from Coimbra**





Figure 20: EC2U students attending the 4th EC2U Forum in Pavia (group picture)

Please note that the content of this activity / deliverable is available in the different languages of the EC2U Alliance upon request.