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Students' video blogs at EC2U communication channel

DELIVERABLE 2.4
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D2.4 – Students’ video blogs at EC2U communication channel

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I. Multifunctional spaces for learning, free-time activities and inter-cultural understanding

“Students’ meeting spaces” are a clearly stated task of the Work Package 2 (WP2). The goal is to put in place multifunctional spaces for learning, including e-learning options and free-time activities. Each partner university is developing an accessible environment that provides technical solutions adapted to the needs of local and international students and associations.

These multifunctional spaces will equally have the purpose of providing co-working and co-learning areas for students, while promoting the EC2U Alliance as creators and funders. These spaces will also provide key information about the Alliance (via pamphlets, exhibitions etc.).

Eventually, the goal is that these spaces empower students, increase intercultural understanding and partner collaboration.

As this initiative was structured and developed, it highlighted the importance of cross-departmental collaboration within universities due to EC2U involvement. These multifunctional spaces have brought different teams to question existing functionalities and how best they can adapt to student needs. For example: where should a multifunctional space be located for the students, why and how can it be adapted to fit their student life?

The quantitative and qualitative objectives strongly influenced how the multifunctional spaces have been thought out in each university. Below the specific indicators:

- Satisfaction rates about the EC2U learning and free-time spaces – Target: at least 75% of “satisfied” responses
- Ease of access for disabled students to the meeting spaces
- User activity of the EC2U learning and free time spaces – Target: at least 10% of all students.

As we move forward, tools will be put in place to verify the above targets are met by measuring students’ feedback and monitoring access.

Note here that this deliverable is the first of a series of deliverables for this project. It will be updated and shared in M24 and M36 to show the overall progress of ‘Student Meeting Spaces’ across partner universities, as well as the results and benefits for students and other stakeholders.

A status check of partners’ multifunctional spaces to students in 2021:

- **Coimbra – in progress:** the multifunctional space will open in 2022 when the chosen space is available (*location: The International Department of the University of Coimbra*).
- **Iasi – completed:** There is currently one multifunctional space located on campus. The Vice Rector of the University of Iasi aims to open a second location for students, that will be selected in 2022.



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- **Jena – completed:** the multifunctional space opened in the fourth semester of 2021 at the [International Center](#).
- **Pavia – in progress:** The University of Pavia has the choice between two spaces on campus and is currently comparing the two according to certain criteria such as location, accessibility and security.
- **Poitiers – in progress:** The University of Poitiers has a choice between various locations on campus. However, there seems to be a clear advantage of opening the multifunctional space at the *Maison des étudiants* (Student Hall) to ensure accessibility for students and local associations, and their access to various technical solutions.
- **Turku – completed:** The space was opened in the fourth semester of 2021. It was created thanks to EC2U and national funding and serves as a teaching space as well as a multifunctional space for students. A promotional video will be released next year.
- **Salamanca – in progress:** The University of Salamanca has two specific spaces for students: in the Sports Service and in the *Peñuelas* study area. There are also several places for students in almost all of the different faculties and libraries where small groups can meet.

II. Student video blogs via EC2U communication channels to share students' experiences

The deliverable 'D2.4 Students' video blogs on the EC2U Communication Channel' is an inherent part of the task 2.2 'Students' meeting spaces'. Indeed, one underlying project of university student meeting spaces is to encourage students to produce "video blogs and other social media material for the EC2U communication channel" (refer to p. 75 of the EC2U Proposal). The main goal is to allow students to share their experiences and actions with EC2U students and other stakeholders on existing EC2U communication channels, such as Instagram, Facebook, Twitter and YouTube. Doing so, the format is adapted but not limited to student video blogs.

The advantages of developing the EC2U communication channels are multi-fold, for students and partners alike:

- Students can access to a wide-range of social media platforms and adapt their content accordingly
- There is a clear and consistent communication method that strengthens the inclusion of students, notably by sharing their learning experiences, ongoing projects and overall engagement
- This solidifies the interaction between online communities while increasing the alliance's social media presence and clearly promotes EC2U and associated partners.

The EC2U communication channels are used coherently across the seven universities which highlights the shared EC2U identity, a positive brand awareness amongst stakeholders.

We also believe that the sanitary crisis confirmed the importance of our external communication channels and has contributed to strengthening the EC2U community across Europe.

III. Leveraging EC2U communication channels for a pan-European student life

As students are at the heart of this initiative, as both content creators and target audience, below you will find examples of students' social media posts shared during 2021. The idea, here, is to provide the reader with key examples of the various platforms and formats used by students and EC2U universities.

A. Promoting EC2U activities and events

Celebrating the first EC2U Summer School

Students of the University of Pavia assisted to the first Summer School that took place in Iasi. The students collaborated to create a short video to share their experience during this Summer School "Smart ageing and healthy life".

[Watch the students' video on the Iasi Summer School.](#)

The video was posted on Facebook and was hash-tagged #EC2USummerSchool. This post was also reposted by partners and the EC2U Alliance on their social media channels. Access a [Twitter post](#) and [Instagram post](#) published by the Alliance.

Sharing the third EC2U Forum experiences

Students share their experiences on the third EC2U Forum on the EC2U website via various testimonies. Their feedback contributes to promoting EC2U events. [Read the article here.](#)

Cheering the teams of the Science Battle

Students from the University of Pavia, Poitiers and Turku attended the Science Battle event cheering their team during the scientific match. They shared live stories during the event and shared social media post of the event.

B. Sharing student experiences and projects

Solidifying relationships between Erasmus Students Networks (ESNs)

The ESN Group of Pavia publishes directly on the S.T.E.P ESN Pavia (@esnpavia) Facebook page to share students' EC2U learning experiences and engagements. A Facebook post was published for the warm welcome of 4 students from the University Alexandru Ioan Cuza of Iasi



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in Pavia; a get together that solidified the relationship between ESN Pavia and ESN Iasi. This meeting was strongly supported by EC2U. [Access this Facebook post](#). This information was also published on Instagram ([access Instagram post here](#)) and posted on the official University of Pavia Facebook page ([access Facebook post here](#)).

The post promoted the EC2U Alliance via the tag @EC2UAlliance and was also republished via a [Facebook post on the EC2U Alliance](#) page.

S.T.E.P ESN is also active throughout Italy and participated in the national platform of ESN Italia. This was an opportunity to present the project “mobility with Erasmus Student Network - ESN Iasi in collaboration with EC2U Alliance”. [Read the STEP ESN Pavia post about the ESN Italia meeting](#).

Anchoring EC2U to student projects

International Student Ambassadors, currently studying at the University of Turku, promote studying at the University of Turku and share key information on in various degree programs. Their main audience: international students. [Read their student life blog posts](#). These Student Ambassadors have been introduced to EC2U and the different communication tools (tags and hashtags). They post Instagram stories every Monday with special focuses on EC2U.

C. Promoting partner universities and encouraging student mobility

All universities within the EC2U Alliance actively promote partner universities. An advantage of the initiative ‘Students’ video blogs’ is including students in content creation to share their experiences. Two key examples below:

The University of Coimbra is currently working to gather testimonies of international students that are studying at the University of Coimbra. The idea is to better understand the appeal of the university and encourage foreign students to follow the steps of the interviewees. The videos are published on the official YouTube Channel *Universdade de Coimbra*. A few examples:

- Shigong Song, from China, talks about why she chooses the University of Coimbra to complete her studies in marketing. [Watch Shigong Song’s interview](#).
“Because the University of Coimbra is one of the oldest universities in the Iberian Peninsula, with a centuries-old academic tradition and a deep-rooted historical culture” Shiging Song
- Students from Brazil, specialising in different subjects, discuss their learning experiences at the University of Coimbra. [Learn more about what they had to share](#).

The University of Turku’s communication’s offices has started a short series of videos introducing EC2U partners notably the cooperation between EC2U partners, by interviewing students and staff that have experienced exchanges between the University of Turku and partner universities. The first post will be published on the first anniversary of EC2U.