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IMPLEMENTATION OF SUSTAINABLE URBAN DEVELOPMENT GOALS IN TRANSPORT BACHELOR DEGREE

Communication strategy ISDEGO Project

Implementation of Sustainable Urban Development Goals in Transport Bachelor Degree

Project acronym: ISDEGO

Call: ERASMUS-EDU-2024-CBHE

Topic: ERASMUS-EDU-2024-CBHE-STRAND-2

Granting authority: European Education and Culture Executive Agency

Grant managed through EU Funding & Tenders Portal: Yes (eGrants)

Project starting date: fixed date: 1 January 2025

Project end date: 31 December 2027

1. Objective

The goal of this communication strategy is to ensure the **effective dissemination and visibility** of the ISDEGO project and its results to all target audiences, stakeholders, and the general public. It also aims to **highlight EU support** and foster public awareness of the importance of SDG-oriented transport education.



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2. Target Audiences

- Students and academic staff of partner universities
- University management and educational authorities
- Transport businesses, SMEs, and associated partners
- Local authorities, city planning departments, municipalities
- General public and media
- Policymakers, ministries, accreditation agencies (e.g., Ministry of Education, NQAA)

3. Key Messages

- The ISDEGO project is **supported by the European Union**.
- It contributes to the **integration of SDG11** into bachelor-level transport programs.
- It builds international partnerships to promote **sustainable urban mobility and smart transport**.
- Project outcomes include: **modern laboratories, curriculum modernization, micro-credentials, and academic mobility**.

4. Communication Channels

Online Tools:

- Official project website (ISDEGO.eu)
- Social media platforms:
 - [Facebook](#)
 - [Instagram](#)
 - [Twitter/X](#)
 - [YouTube](#)
 - [LinkedIn](#)



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Offline Activities:

- Conferences, public events, info sessions at universities
- Printed materials, promotional banners and roll-ups
- Participation in university fairs and stakeholder meetings

5. Communication Tools & Outputs

- **ISDEGO Newsletter** (digital and printed versions)
- **Flyers, brochures, and posters**
- **Conference proceedings and publications**
- **Project updates on university and institutional websites**
- **SUTLab Guide** (120-page practical handbook for laboratory use)

6. Feedback & Monitoring

- Online surveys and feedback forms
- Event-based evaluations
- Analytics from social media and website interactions
- Midterm reviews and periodic assessments of outreach activities

7. Visibility & Branding Requirements

All communication outputs must:

- Display the **EU emblem** clearly and prominently
- Include the following statement as required:
“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the granting authority.”
- Follow the [official EU visual identity guidelines](https://ec.europa.eu/info/eu-visual-identity-guidelines_en)



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8. Implementation Responsibilities

- **Work Package Leader WP7:**

NATIONAL TRANSPORT UNIVERSITY

- All project partners are responsible for **local-level dissemination**, tailored to the linguistic and cultural context of their country.

9. Effectiveness Indicators

- Number of public posts, media publications, and downloads
- Number of participants in dissemination events
- Website and social media analytics
- Level of engagement from stakeholders and end users
- Annual reviews and updates to the strategy based on interim results

This strategy complies with Articles 3.2 and 17 of the ISDEGO Grant Agreement and the guidelines for dissemination and visibility outlined in the Erasmus+ CBHE program