



Co-funded by
the European Union

AURORA

1. Introducing Aurora



Aurora is a consortium of 10 research-intensive universities deeply committed to the social impact **social innovation** and entrepreneurship, and with a history of engagement with our communities.



Aurora uses its **academic excellence** in education and research to **drive societal change**, to respond to our global challenges.

Aurora is currently working on two large projects. Our **European University Initiative** work is funded by the Erasmus+ programme and the **Aurora Research and Innovation** project is funded by the Horizon 2020 programme

Aurora Universities

1. University of Aberdeen
2. Vrije Universiteit Amsterdam
3. Copenhagen Business School
4. Universität Duisburg-Essen
5. University of East Anglia
6. University of Iceland
7. Universität Innsbruck
8. Università di Napoli Federico II
9. Univerzita Palackého Olomouci
10. Universitat Rovira I Virgili



2. Our Mission / What we stand for

We want our students, our graduates, our communities to be willing and able to **bring value to society**. We will help them to make a difference to the world, as social entrepreneurs and innovators.

Our Pilots domains:

- Culture: Diversity & identity.
- Digital Society & Global Citizenship
- Health & Well-being
- Sustainability & Climate Change

We commit ourselves to **co-creation**, to **partnership**, to **civic engagement**. Our experts in social entrepreneurship & innovations will create and strengthen local innovation eco-systems and integrate these into a truly European eco-systems.

Aurora will actively contribute to create more balance in the European landscape of education, research and innovation. A network of associate universities in central and eastern Europe will be working closely with Aurora and will strengthen regional knowledge infrastructure.

Learning for societal impact

is what we stand for.

Engaging, co-creating and collaborating

is what we stand for.

The Aurora Alliance puts sustainability and commitment to the sustainable development goals at the heart of its vision and strategy. Building on existing strengths in Aurora member universities and in the Alliance as a whole, our mission is to get beyond explaining how our teaching and research relates to the Agenda 2030 action plan towards showing how our teaching and research actually contribute to the achievement of SDGs.

A sustainable and green future

is what we aim for.

3. Aurora New Website

We have a **new website!** It has been created to clearly **communicate our vision**, mission, and objectives, as well as our work packages and task team deliverables. It has **new structure and new narrative**, with specific sections and subsections that make it easy navigable, intuitive, and accessible.



You can visit <https://aurora-universities.eu/>



Our website is a tool for **communicating** and **informing** about Aurora and to **engage** our communities in Aurora, promote **networking**, and support and integrate the different activities within our programs.

4. Virtual campus

The **Aurora virtual campus** is a **unique space** that provides exciting courses, resources, and participation opportunities in an accessible and effective way for students, staff, and academics

The virtual campus supports disseminating of educational and research content and enables collaborative (online) learning.

All opportunities will be filtered by

- Culture: Diversity & identity
- Digital Society & Global Citizenship
- Health & Well-being
- Social Entrepreneurship and Innovation
- Sustainability & Climate Change
- Sustainable Development Goals

And much more...

Browsing the course catalogue will be more than easy.

**An open world of learning
and networking opportunities!**



5. Visual identity

AURORA

Our new visual identity reflects:

Modernity: a new dawn, a light leading the way to novelty

Expertise: high quality, high trust: our academic excellence

Change: Higher Education is continuously changing, and we are prototyping the inclusive and diverse higher education institutions to come: our gradient palette! **The Aurora borealis, our network**

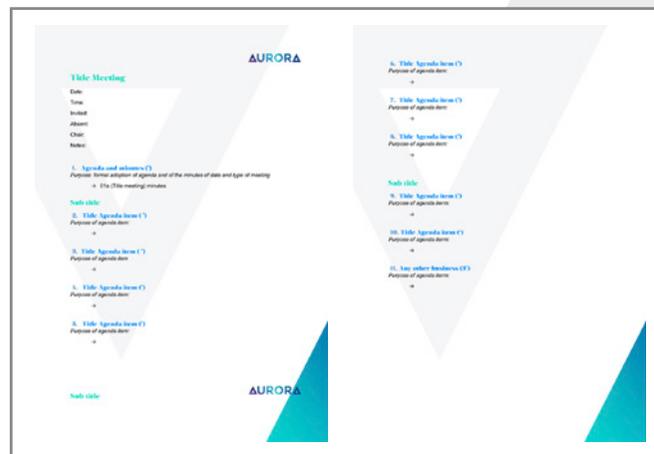
Diversity: we are diverse and proud of our diversities, and we want to reflect that in our visual identity. We are diverse in our cultural heritage, student body, stakeholders and target groups, and views. Diversity, trust and dialogue are welcome in Aurora.

△ + △



Do you know why Aurora's symbol is triangles?

The triangles represent the tagline of the network: *Dedicated To Difference: Matching World-Class Academic Excellence With Societal Engagement And Impact*. A delta is the mathematic symbol for the difference.

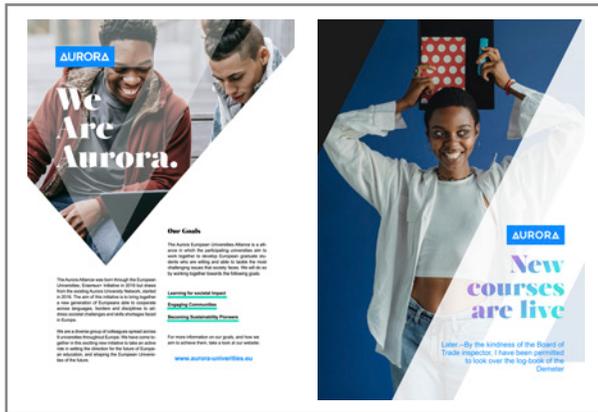


Minutes templates

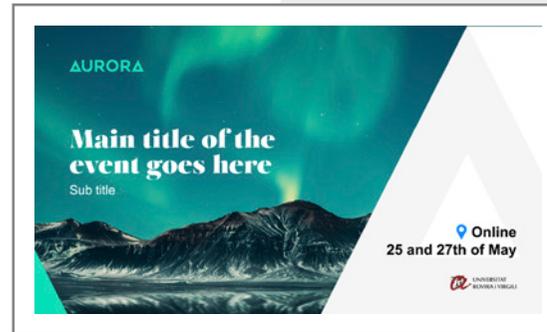


Certificates of Participation

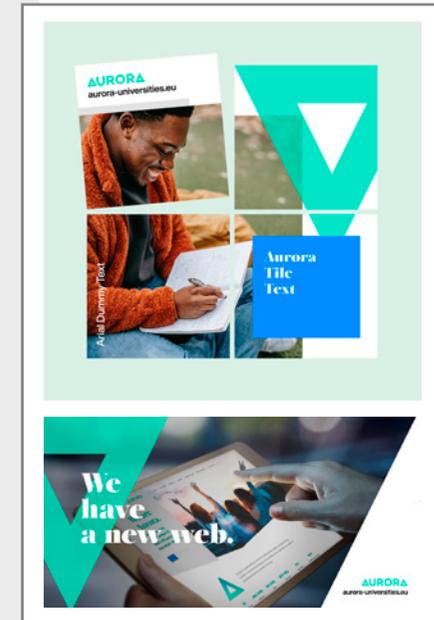
6. Visual identity



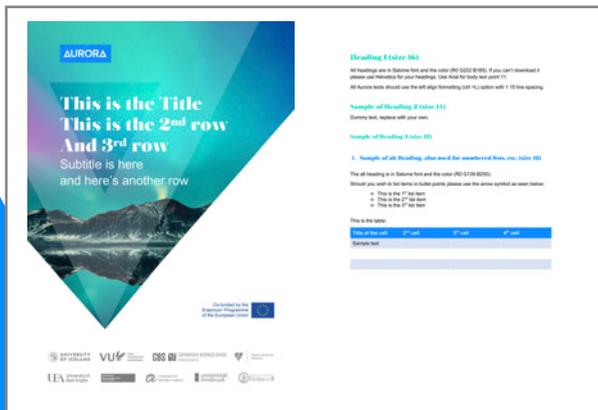
Posters and flyers



Banner templates



Social media templates



Document templates



PowerPoint templates

7. Aurora Social Media



Social media is an integral part of our communication strategy to engage with our stakeholders.

On social media, we engage with the Aurora community, [share a glimpse of student and academic life](#), [reach out to new stakeholders and beneficiaries of project outcomes](#), and [promote our collective culture and mission](#).

When building relationships with external partners, we want our commitment to have an **impact** on society.”

We **take care** of our internal community providing a space where students, staff and academics can communicate, and where the **circulation** of ideas and thoughts can generate new projects.

Sharing important updates in real time, we want students also to share their real-life with us. Aurora attaches great weight to student involvement. They are involved in every aspect of the project and its activities, going from being “users” to promoters and co-creators.

Aurora has its own **Student Council**, made up of representatives from all Aurora members who contribute to the common objectives, in particular the enhancement of the social impact of our activities.

You can follow the Aurora Student Council on Instagram [@aurorastudentcouncil](#)



Follow us on twitter, Instagram, linkedin and youtube!

 [@Aurora Universities](#)

 [@aurora_org](#)

 [@Aurora Universities](#)

 [@aurorauniversities](#)

Do you want to make a difference?

We are always keen on hearing how we can improve our work. Drop us an email, and we promise to get back at you as soon as possible.

info@aurora-network.global

www.aurora-universities.eu

[#AuroraUniversities](#)