



General Actions

Coordinating Universities for the Proposal: UCM and UPM

Title of Action	International Office for Communication and Knowledge Promotion of the Campus (OICD)		
Participating partners	UCM, UPM	Other participants	
Start date	2010	End date	
Action	A12		
Areas of action	Scientific Improvement / Teaching Improvement and EHEA Deployment / Interaction with the Wider Environment / Comprehensive Social Campus		
Location	Moncloa Campus Building		
Infrastructures involved			
<p>Objectives:</p> <p>To create an office to coordinate and carry out communication activities between the Campus and the external environment for the transfer and dissemination of the knowledge generated on the Campus.</p>			
<p>Description of the action:</p> <p>Within the strategic objective of creating an identity for the Moncloa Campus itself, it is essential to define a plan for outward communication, especially including activities leading to the wider dissemination and prestige of the research and related work carried out on the Campus.</p> <p>In particular, this Office will be responsible for designing brand image and internationalisation campaigns, for coordinating the use of existing scientific communication platforms in the participating universities, the use of the Campus Museum as a vehicle for communication, the Botanic and Mediterranean Gardens, participation in Science fairs and other similar activities, and drawing up a global communication plan for the Moncloa Campus, especially in the early stages.</p>			