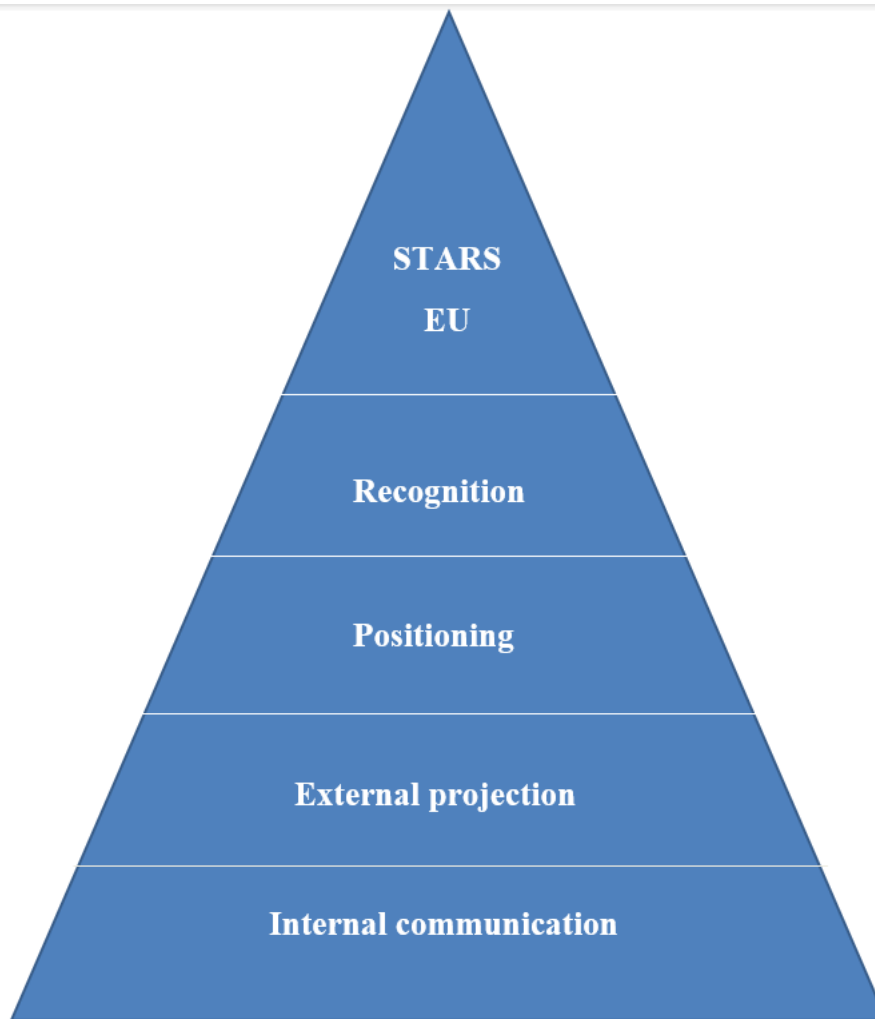


E ***EDUCATION WITHOUT BARRIERS.*** ***UNIVERSITIES WITHOUT WALLS***



STARS EU MESSAGE

Professionalism
Adaptability
Emotional connection
Transparency
Authenticity

-Establish agreed spaces (reports) in local media with which to publicize the most notable and curious (peculiar) aspects, as well as the different progress of the project.

-Develop a press kit tailored to different target audiences, reflecting the spirit, vision, and challenges of the alliance.

- the original main slogan: *Reach for the Stars. Transforming regions. Empowering people.* (Annex 2).

-Use bulletin boards, both in the office and on the digital platform, to display key information, important reminders, and notable achievements of the alliance.

*It is important to highlight that, as reflected in the European Union recommendations on the communication and dissemination policy of a project, approximately 30% of the established budget should be allocated to content production, and the remaining 70% to distribution and dissemination through relevant channels and media.

17.4 Specific communication, dissemination and visibility rules (Annex 5)

ANNEX 5: SPECIFIC RULES

INTELLECTUAL PROPERTY RIGHTS (IPR): BACKGROUND AND RESULTS

ACCESS RIGHTS AND RIGHTS OF USE (ARTICLE 16)

Rights of use of the granting authority on results for information, communication, publicity and dissemination purposes the granting authority also has the right to exploit non-sensitive results of the action for information, communication, dissemination and publicity purposes, using any of the following modes:

-Use for its own purposes (making them available to persons working for the granting authority or any other EU service (including institutions, bodies, offices, agencies, etc.) or EU Member State institution or body; copying or reproducing them in whole or in part, in unlimited numbers; and communication through press

information services).

-Disseminating the results in widely accessible databases or indexes (such as through 'open access' or 'open data' portals or similar repositories, whether free of charge or not.

The beneficiaries must ensure these rights of use for the whole duration they are protected by industrial or intellectual property rights. If results are subject to moral rights or third party rights (including intellectual property rights or rights of natural persons on their image and voice), the beneficiaries must ensure that they comply with their obligations under this Agreement (by obtaining the necessary licences and authorisations from the rights holders concerned).

Access rights for the granting authority, EU institutions, bodies, offices or agencies and national authorities to results for policy purposes. The beneficiaries must grant access to their results — on a royalty-free basis — to the granting authority, other EU institutions, bodies, offices or agencies, for developing, implementing and monitoring EU policies or programmes.

Such access rights are limited to non-commercial and non-competitive use. The access rights also extend to national authorities of EU Member States or associated countries, for developing, implementing and monitoring their policies or programmes in this area. In this case, access is subject to a bilateral agreement to define specific conditions ensuring that the access will be used only for the intended purpose and appropriate confidentiality obligations are in place.

EU restrictive measures

The beneficiaries must ensure that the EU grant does not benefit any affiliated entities, associated partners, subcontractors or recipients of financial support to third parties that are subject to restrictive measures adopted under Article 29 of the Treaty on the European Union or Article 215 of the Treaty on the Functioning of the EU (TFEU).

The last two decades have increased awareness of the need for open access to science in all its forms, from scholarly publishing to scientific data. Science is considered a significant part of the world's immaterial heritage and should be available to all mankind. In line with this idea, the European Union, the European Commission, and their institutions, such as the European Research Council (ERC), have put different guidelines and standards in place. The [FAIR principles](#) for data sharing and the Plan S are two examples of these guidelines. Also, European institutions have supported recent changes in how scientific production is assessed internationally.