

Guidelines: Circle U. Open Conversations

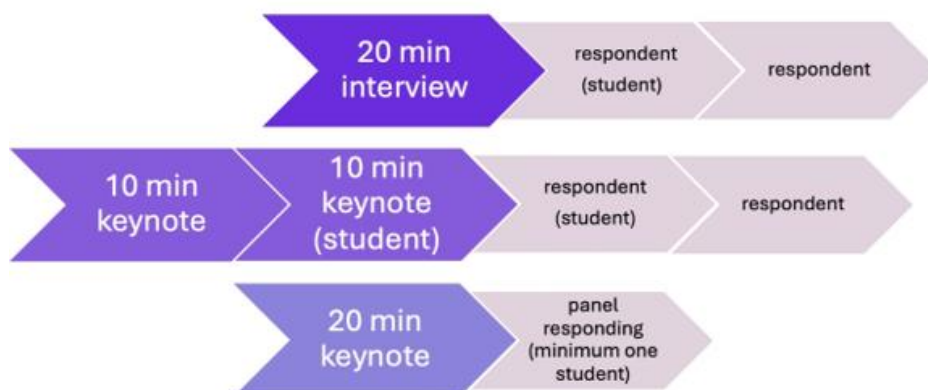
Open Conversations are among the flagship educational formats of the Circle U. Open Campus. They are hybrid events that target all Circle U. staff, students, and external partners, as well as the public. Open Conversations invite interdisciplinary exchanges across the thematic areas of the Open Campus knowledge hubs, labs, and platforms. The topics addressed are of high relevance for students and inspire critical reflections on pressing global challenges, European values, and/or the role of the university in a world in transition. With a strong emphasis on student engagement and diverse and inclusive dialogue, Open Conversations feature emerging and experienced speakers of various ages, backgrounds, and perspectives. They can be organized by Circle U. Academic Directors, Academic Chairs, and Student Fellows, according to the following guidelines:

Open Conversation requirements for the Circle U. label

- Open Campus approval is required for all Open Campus educational offerings and can be initiated by submitting the [Circle U. contact form for development of educational activities](#). Submitting this form will also initiate contact between the event organizer(s) and the local Circle U. coordinator at the host university, who can help to further facilitate the development and implementation of the event. Further information is available on the following webpage: [Develop educational activities for Circle U.](#)
- Open Conversations, like all Open Campus educational offerings, must align with the Circle U. label criteria, including the following:
 - Collaboration across two or more Circle U. institutions representing different alliance countries
 - Student engagement
 - International exposure
 - Interdisciplinary topics and collaboration, when relevant

Open Conversation format

- 1 hour duration
- Hybrid (in person and digital) and recorded
- Brief talks (1-2, max 20 minutes in total), followed by 1-2 invited respondents who offer comments and reflections on the talks, in dialogue with each other and the speakers. Students should feature, as relevant and possible. Options include:



Roles and responsibilities

- Each Open Conversation has a lead organizer and host, responsible for planning the topic, coordinating the event among the speakers/respondents, and facilitating the recording and technical logistics at the host institution.
- Costs connected to the Open Conversation and technical support are the responsibility of the host institution.

Student engagement

- All Open Campus offerings should prioritize student participation. Open Conversations should thus be targeted to an audience in which students are represented. Additionally, engaging 1-2 students as speakers and/or respondents is encouraged. Student training is also encouraged when relevant, for example about how to give a talk or response in front of an audience and camera.

Integration of Open Conversations within Circle U. courses

- Open Conversations need not, but can be, included in course curricula.
- If the organizers of an Open Conversation think it relevant, student participation in an Open Conversation, as speakers, respondents, and/or audience members, can constitute a mandatory or optional course activity or form of assessment.

Production and Processing of Open Conversations

To ensure that the knowledge exchanges fostered by Open Conversations are effective and compliant with regulations such as the General Data Protection Regulation (GDPR), and to standardize the production, processing, and dissemination across the Circle U. partner institutions, the following specifications should be accounted for and technically supported by local staff of the host university.

- **Content quality**
 - The event should be recorded in high-definition video format, with clear audio, free from background noise.
 - The speakers must be clearly visible and any accompanying materials, such as slides or visual aids, must be legible.
 - There should not be any dead space or long pauses in the recording.
 - The format for on-screen titles (e.g., talk topics and speaker names) must remain consistent.
 - The following is the mandatory structure for the recordings:
 - Intro – Circle U. logo animation (5 sec) and Circle U. title/intro slide (5 sec, image format 16:9, preferably 1920x1080 pixels)
 - Video
 - Closing – Circle U. logo animation (5 sec)
 - Example: Open Conversation: The Politics of Poverty and Hope
 - The Circle U. logo animation and title/intro slide are available in Teams.
 - The following video format is advised:
 - Social media/mobile formats: 9x16, 4K, h.264 codec, high bitrate export, 30fps.
 - Web-formats: 16x9, 1080p, h.264 codec, low bitrate export, 30fps.

- The resulting video file is large (around 2 GB per hour). The local Circle U. coordinator should ensure that it is sent to Work Package 7 “Communication and Dissemination”, via the Filesender service, to be uploaded to the Circle U. YouTube channel and linked on the website.
 - The event can be livestreamed, through the YouTube channel of either Circle U. or the host university or using any other local system.
- **Accessibility**
 - Lectures must be presented in clear, accessible language suitable for a broad audience.
 - Each video should include subtitles or closed captions for the hearing impaired.
- **Interactivity**
 - If audience participation is a part of the Open Conversation, then options for audience members to ask questions (both live and online) must be facilitated, either through microphone setups or digital platforms.
 - A moderator should be appointed to manage and field the questions.
- **Data protection and GDPR compliance**
 - All speakers and participants must consent to being recorded and agree to the public distribution of the content.
 - Personal data collected (e.g., names and email addresses for online participants) should be used strictly for the purpose of the lecture series. Personal data must not be shared without consent.
- **Data collection and reporting**
 - To comply with the monitoring, evaluation and learning strategy of Circle U., reporting on the participation in Open Conversations is highly encouraged.
 - It is recommended that a registration form be administered to participants who must fill in the short form before receiving access to the link or the room. This will allow the alliance to better track online activity participation. Additionally, it isn’t necessary to ask for names or email addresses (unless needed to receive the link).
 - The follow questions are recommended for the registration form:
 - What university are you a part of?
 - Aarhus University
 - University of Belgrade
 - Humboldt University of Berlin
 - King’s College London
 - University Catholique Louvain
 - University of Oslo
 - University Paris Cite
 - University of Pisa
 - University of Vienna
 - Other (fill in option)
 - What is your gender? (if complying with your universities GDPR)
 - Male
 - Female
 - Non-binary

- Other (fill in)
- Prefer not to say
- What is your level of study?
 - BA
 - MA
 - PhD Candidate
 - Academic
 - Researcher
 - Other (option to fill in)
- How did you find out about this open conversation?
 - My university's website
 - My university's social media
 - Circle U. website
 - Circle U. Social media
 - Recommendation from a teacher/ supervisor
 - Word of mouth
 - A Circle U. Ambassador
 - I don't remember
 - Other (option to fill in)
- **Branding and identity**
 - To maintain a cohesive identity, the Open Conversation should be in accordance with the Visual Identity Guidelines for Circle U. https://www.circle-u.eu/resources/communication/circle-u_guidelines.pdf
- **Distribution and sharing**
 - Recorded lectures should be made available through the Open Campus section of the Circle U. website.

Communications

The following details about the Open Conversation should be shared with the local communications officer, at least six weeks in advance of the event, for dissemination purposes:

- Title
- Target audience (who the event is intended for and/or who is eligible)
- Event date(s) and time(s)
- Venue/organizer(s)/host institution
- Format (in-person, digital, or hybrid – Open Conversations are hybrid)
- Theme (concise and specific)
- Participants (keynote speakers, respondents, etc.)
- Registration deadline
- Webpage (link to more info and registration)
- Intro/title slide (image format 16:9, preferably 1920x1080 pixels)

The Open Conversation will feature on the Circle U. website. The communications team will promote it on social media using the #CUConversation hashtag, which should also be engaged when creating personal posts or sharing existing ones.

The Open Conversation will also be disseminated locally (internal newsletter, internal platforms, webpages and university social media, contact with relevant university departments), according to local practices.

The local Circle U. coordinator at the host university should additionally register the Open Conversation in the Circle U. General Activity Calendar, which is an internal document that the Circle U. coordinators have access to. Contact with the local Circle U. coordinator can be established by submitting the [Circle U. contact form for development of educational activities](#), as described on page 1.

In Conclusion

The success of the Open Conversations format relies on the collective efforts of the Circle U. partner institutions to produce and share content that is informative, consistent, and respectful of privacy standards. By following these guidelines, we can ensure that this educational format is not only a rich source of knowledge, but also a beacon of collaborative innovation and shared educational values that fosters valuable knowledge exchange opportunities and engagement within the Circle U. community and beyond. For inspiration, please check out the Open Conversation recordings, available in the “follow online” section located near the bottom of the following webpage: [Circle U. Opportunities for Students](#).