



INGENIUM
European University

INGENIUM Ambassadors

Call document

First edition, 2026-2027 Academic Year



Co-funded by
the European Union

INGENIUM Ambassadors, a First-Person Voice for the Alliance

INGENIUM has grown into a community of ten partner universities, and the story of that community is best told by the students, staff and researchers who live it.

So far, INGENIUM communication has spoken mainly through an institutional register, in press releases, web articles and the official record of the Alliance's activities. This register is necessary and will remain in place, yet on its own it rarely conveys what an INGENIUM mobility, a Blended Intensive Programme or a joint research stay feels like for the person taking part in it.

The Alliance wants a second, complementary voice, closer to the ground and built on the first-person accounts of its own participants, in a register that other students recognise as their own.

Each partner university runs an INGENIUM office whose staff already handle institutional communication. That work, by its nature, documents the Alliance from the outside and seldom reaches the testimonial, student-level content that this new voice calls for. Students are the people best placed to produce it, because they share the language, the platforms and the everyday experience of the audience the Alliance most wants to reach. The INGENIUM Ambassadors call is the instrument created to bring them into that work.

Structured along the lines of the INGENIUM Student Partnerships Call for Funding, **this new call rewards communication projects run by students at the partner universities**, each project carried out by a student, or by a team of two students from the same university, in close cooperation with their local INGENIUM office over the course of the edition.

A single online form serves the whole Alliance, and each application is reviewed and selected by the university through which it is presented. The work stays local, anchored to one university and to one INGENIUM office.

Completing a project earns its authors the **title of INGENIUM Ambassador**, together with **the recognition and benefits set out below**, and, as a rule, **a funded exchange visit to another partner university**.

The Project

An INGENIUM Ambassadors project is a commitment, running across the edition, to **bring INGENIUM closer to the student community at one partner university**, always in agreement with the local INGENIUM office. A project may do so by producing first-person, student-facing communication content, by

representing the Alliance in person before other students, or by combining the two.

The team proposes a project plan when applying and, once selected, develops it under the guidance of that local office, which agrees the plan and its cadence, reviews every piece before publication and decides which channels carry it.

Selected teams work within the codes of conduct, communication plans and brand or editorial frameworks that the Alliance may put in place, as provided to them by their local INGENIUM office when their role begins.

Where a piece documents an Alliance-wide activity or has cross-institutional interest, the local office forwards it to the INGENIUM Communication Network so that it can also appear on the Alliance's own channels.

Activities and formats

Projects may take a wide range of forms, and applicants are encouraged to propose the formats that best fit their own skills and their university's activities.

Eligible formats include short vertical videos and reels, Instagram or TikTok stories, longer explanatory videos and mini-documentaries, photo reportages with accompanying text, written or filmed testimonies gathered from participants, podcast-style recorded conversations, live or near-live coverage of events, and graphic or illustrated content such as infographics or short comics, among others.

Projects may equally include activities carried out in person. These may involve representing INGENIUM at student fairs, open days and welcome events, giving peer-to-peer presentations to fellow students or to prospective applicants, taking part in visits to secondary schools where the Alliance is presented to future students, and proposing and organising promotional events on campus. Work of this kind may form a project on its own or run alongside the content produced for the local channels, and it usually generates material that can be published afterwards.

A single project may combine several of these formats and activities across the edition or concentrate on one that the team can sustain at a high standard.

Suggested subjects

The content should draw on the lived experience of the INGENIUM community at the home university. Suitable subjects include the experience of incoming and outgoing students in INGENIUM Pathways and other mobilities, the everyday life of a Blended Intensive Programme hosted or attended by the university, the account of a student or researcher involved in a joint research stay or a joint micro-credential, the voices of participants at an INGENIUM event held on campus, and the perspective of local students discovering what the Alliance

offers them. The aim throughout is to show INGENIUM through the people who take part in it, in a tone that is warm, direct and recognisable to a student audience.

Channels

Content produced under the project is published, in the first instance, through the local INGENIUM channels of the home university, including its INGENIUM web pages and its institutional social media accounts, always under the responsibility of the local INGENIUM office. Content of Alliance-wide relevance may additionally be published on the central INGENIUM channels, among them the INGENIUM website and the Alliance's LinkedIn, Instagram and other social media accounts, through the INGENIUM Communication Network. The team is credited as the author of the content it produces.

Recognition and Benefits beyond the Exchange Visit

Every student who completes a project becomes an INGENIUM Ambassador for the edition and joins its cohort. All Ambassadors receive the same package of recognition and benefits, to which the funded exchange visit is added as set out further below.

Certificate and digital badge. On completion of the project, the Secretariat awards an official INGENIUM Ambassador certificate in the form of a digital badge, which the Ambassador can add to LinkedIn and to a personal portfolio.

Visibility. A profile with a photograph and a short first-person biography on the INGENIUM website, as part of the cohort of Ambassadors for the edition, together with authorship credit on all the content the Ambassador produces.

Letter of reference. A letter of reference from the Alliance, available on request to Ambassadors who have been actively engaged throughout the edition.

Guidance and training. Access to the guidance, templates and a training session provided by the INGENIUM Communication Network to support the Ambassadors in their work.

Academic recognition. Where the student's home university and study plan allow it, the role may be recognised as a training or extracurricular activity carrying academic credit, in accordance with local regulations.

The Exchange Visit

As a rule, carrying the edition's project plan through to completion is rewarded with a **funded exchange visit to another INGENIUM partner university**.

A team that has delivered its agreed project plan travels to another INGENIUM partner university for a short stay of three days of job shadowing alongside the communication staff of the host INGENIUM office, during which the team observes and supports the daily communication work of another partner university, with the coverage of an INGENIUM activity taking place there whenever the calendar allows it.

A project without a visit

By way of exception, **a project may be completed without the exchange visit being carried out**. This applies where the student or student team states, in the application form, that they would not be available to travel, or where exceptional circumstances prevent a visit that had been foreseen. A student or student team who does not travel remains a full INGENIUM Ambassador for the edition and keeps every element of the recognition and benefits described above. Only the funded visit does not apply.

Choosing and assigning the destination

In the application form, each student or student team states whether it would be available to travel and, if so, indicates up to three preferred destination universities, in order of preference, among the other nine INGENIUM partners. These preferences guide the assignment but do not determine it on their own.

Among the projects whose authors are available to travel, each university funds the visits of its own selected teams in the order of its panel's ranking, until its travel budget is used up. The destinations are then matched by the Secretariat against the preferences expressed, subject to the availability of each host office, to a spread that keeps the visits from concentrating on one destination, and to the assurance that the host office can receive the team and provide the job-shadowing and the coverage that the project promises. A team may therefore be assigned a destination other than its first preference, and a completed project may, in the circumstances described above, proceed without a visit.

Funding

The funding attached to a project is **dedicated entirely to the exchange visit**, and covers up to €1,000 per team member, meaning up to €1,000 for a project carried out by one student and up to €2,000 for a project carried out by a team of two. There is no separate budget to produce content during the edition, since the project relies on accessible tools, such as the team's own devices, together with any templates and guidance provided by the INGENIUM Communication

Network. A project completed without a visit, as described above, does not draw on this funding.

Applicants will not receive this funding directly. It is managed by the INGENIUM office of the students' home university, which executes the travel and accommodation expenditure in line with the approved amount, the eligibility rules and the funds available. Eligible costs are limited to the return travel to the assigned destination university, the accommodation required for the three days of job shadowing and the travel days around them, and subsistence during the stay, together with any other cost directly tied to the visit and eligible under Erasmus+ European Universities rules. In case of doubt, applicants may consult their local INGENIUM office.

Eligibility

A project is presented by one student, or by a team of two students enrolled at the same INGENIUM partner university. Because the work depends on close cooperation with a single local INGENIUM office, both members of a two-student team must belong to the same university, which is the university through which the project is presented and whose office will host and support it.

Applicants may be enrolled at Bachelor's, Master's or PhD level and must keep their student status throughout the project period; they may change study cycle within that period provided their enrolment at the home university does not lapse.

Previous experience in communication, journalism or content creation is welcome and can be highlighted in the application, though it is not a requirement. Motivation, familiarity with the platforms students use, and the ability to tell a story well count for more than technical polish.

Number of projects per university

Each participating university selects at least one project, and may select more according to the capacity of its local INGENIUM office. Where no application reaches the minimum standard set out below, the university's place is left unfilled for the edition.

Participation of the partner universities

Because the success of a project depends on the close cooperation between the Ambassadors and their local INGENIUM office, a university joins an edition, and opens places within it, only where it can guarantee that cooperation. An edition may therefore be launched at some, rather than all, of the ten partner universities.

Project Period

Projects run from **1 November 2026 to 31 May 2027**. Content is produced across that period according to the plan agreed with the local INGENIUM office, and the exchange visit, where it applies, **may take place during the project or up to 30 days after its completion**.

Teams submit a short final report, covering the exchange visit where one has taken place, by the end of June 2027.

Application Process

The application is submitted through a single online form for the whole Alliance, available at the link below.

[Click here to go to the application form](#)

Applicants are encouraged, though not required, to contact the INGENIUM office of their home university before applying, using the list of contacts below. This is a channel to ask questions, clear up doubts about eligibility or the terms of the local cooperation, and check whether the formats and ideas under consideration are realistic and well aligned with what the call is looking for, ahead of a formal application.

In the application form, the student or team provides a short description of the proposed project, the content formats and cadence it envisages, the names and study details of its one or two members, whether it would be available to travel and, if so, its three preferred destination universities in order of preference, and any relevant previous experience. Where two students apply together, both are named in the same form, since the form is completed once per project rather than once per student.

Sample of communication work

The form also asks for one sample of communication work, so that the panel at the applicant's university can assess storytelling ability. Applicants may choose either to share a piece they have already produced, in any of the eligible formats, or to create a short, purpose-made piece about INGENIUM for the occasion. The sample is shared as a link in the form, pointing to the piece hosted on YouTube, Google Drive, Instagram, a personal portfolio or any similar platform.

Contact points at each partner university

Applicants may address their local INGENIUM office through the following contacts before submitting the form.

INGENIUM Partner	Contact email
UNIOVI	oficinaingenium@uniovi.es
MUS	m.kasnakova@mu-sofia.bg
UOC	smvasilaki@uoc.gr
HKA	ingenium@h-ka.de
XAMK	ingenium@xamk.fi
HS	ingenium@his.se
MTU	ingenium@mtu.ie
TUIASI	ingenium@groups.tuiasi.ro

Calendar

Stage	Timing
Information session	Friday 9 October 2026, 13:30 CEST. Online, recorded and made available afterwards. Click here to join .
Call open for applications	Thursday 1 October to Sunday 18 October 2026, 23:59 CEST. Click here to go to the application form .
Evaluation and selection	19 to 28 October 2026, by the panel at each participating university
Results announced	By Friday 30 October 2026. Each office notifies the applicants at its own university; the cohort is announced across the Alliance
Project period	1 November 2026 to 31 May 2027
Exchange visits	During the project period or up to 30 days after its completion, on dates agreed between the home and host offices
Final report	Submitted by the end of June 2027

Evaluation and Selection

Applications are reviewed by the university through which the project is presented. At each participating partner, the local INGENIUM office convenes an evaluation panel bringing together its representative on the INGENIUM Steering Committee, a member of the INGENIUM Student Board and a colleague from the INGENIUM Communication Network, so that each proposal is weighed against the resources and the communication priorities of the university that will host the project.

Each office reports its result to the Secretariat, which confirms that the minimum standard has been applied and constitutes the cohort for the edition.

All panels apply the same three criteria:

Relevance (maximum 30 points). How well the proposed project answers the aim of giving INGENIUM a first-person, student-facing voice, and how clearly it connects with the priorities of the Alliance and of the European Universities Initiative.

Quality (maximum 40 points). The clarity and feasibility of the project plan, the realism of its cadence across the edition, the originality and storytelling potential of the ideas and of the sample of communication work, and the strength of the working relationship proposed with the local INGENIUM office.

Impact (maximum 30 points). The reach the project can achieve among students at the home university, whether online or in person, its potential to travel to the central INGENIUM channels, and its capacity to leave behind a body of first-person material that the Alliance can continue to draw on after the project has ended.

A minimum overall standard is required for a project to be eligible for funding, and where no application reaches it the university's place is left unfilled. Where the assessment of two projects is close, the Quality criterion serves as the first point of comparison. The decision of each panel is final for the projects presented through its university, and its ranking determines, among the authors available to travel, the order in which that university's exchange visits are assigned.

Taking part in future editions

Taking part in one edition does not prevent an Ambassador from applying to later ones. A successful project counts in an applicant's favour, since the continuity of an Ambassador who has already delivered, and who knows how to work with their local INGENIUM office, is an asset the Alliance values when building each new cohort.