



Communication & Media Strategies for EU experts in Canada (MSEUCA)

EVENTS

WEBINARS

VIDEO
PRESENTATIONS

BLOG

SOCIAL MEDIA
TRAINING

MEDIA STRATEGIES
FOR SCHOLARS

OUTREACH
INITIATIVES FOR
SCHOLARS

The Centre for Global Studies in collaboration with the European Canada Network initiative (EUCANet) at the University of Victoria leads a project entitled **Communication and Media Strategies for EU experts in Canada (MSEUCA)**. The project is co-funded by the Erasmus+ Programme of the European Union.

BACKGROUND

Canadian universities have outstanding scholarly expertise when it comes to the field of EU and European Studies. Still, there is a remarkable mismatch between the exceptional research knowledge in the academic community and the knowledge available to the broader Canadian public. In order to instigate a more successful knowledge mobilization, MSEUCA develops effective communication and media strategies for EU Studies in Canada. To mobilize this knowledge, this project has developed various activities to increase the media savviness of individual scholars. It also promotes direct connections with journalists/media producers reflecting the importance of local networks.

PROJECT ACTIVITIES & SERVICES

- A series of webinars, linking expert knowledge with public debates
- Media engagement campaigns
- Events with media representatives, faculty and students
- A series of innovative initiatives (video clips of key EU experts in Canada, blog run by young scholars, Facebook and Twitter campaigns) designed to increase the visibility of EU scholars in Canada.

THE MSEUCA ORGANIZING TEAM:

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