Communication management to aim SDGs

OFICINA DE **PROYECTOS** EUROPEOS

SECTI

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JUNTA DE EXTREMADURA
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Who we are?

- ✓ **AR-CO. Communication Research Group** is composed of 7 researchers. The group is cataloged since 2003 in the regional System of Science, Technology, and Innovation, in **Social Sciences**.

- ✓ The group is active on **digital communication, corporate communication and audiovisual communication research** to help society, and organizations (SMEs, Universities, NPOs, Smart Cities) to meet their goals.

- ✓ Detailed information about **AR-CO. Research Group profile** can be found via web: https://www.grupoarco.com.es/

What do we offer?

✓ **AR-CO is leading the European project "Model of Tourism Engagement Adoption" (WP#3, EUGREEN Universities' Alliance)** Spain, Portugal, Romania, Ireland, France.

    ✓ AR-CO belonged to Real-Code, "Communication and Development" international network (2010).
    ✓ AR-CO was part of the Management Committee of a COST Action (2012-2017).
    ✓ AR-CO took part in an ERASMUS Research project (EUMOVE) (2020-2022).

✓ **Lines of research:**

- **Corporate communication:** communication and brand, reputation and CSR.

- **Digital communication**: how to achieve the stakeholders' engagement.

- **Audiovisual communication**: analysis, management and creation of products.

- **Impact of the media on society:** communication and their influence on society.

Topics and Project ideas

✓ **1. Communication and SDGs on HEOs.** How CSR management (through communication) can enhance awareness about SDGs in HEOs, enhancing their brand.

✓ **2. Digital and Corporate communication**. In the line of **MOTEA**. It could endure expanding it by how to transform cities into "responsable" Smart Cities managing new communication platforms, social networks, as well as conducting user studies.

✓ **3. Multidisciplinary communication Support.** To offer collaboration to other teams that span multiple fields where communication is an issue to meet their goals.

Partners sought

✓ **For projects in which we would like to be partners:**

    ✓ Projects that need "communication" where our lines of research fit properly or helping them with the difusion of the Project.

✓ **For projects that we wish to lead:**

    ✓ Groups of research on Social Sciences (preferibly), with expertise in quantitative methods to help our projects to meet their goals.