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# **«Development of sustainable communications of higher education institutions in social media: THE COMSUS project experience»**

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**WORKSHOP Third Mission of Universities:  
Challenges and European Perspectives**

# Sustainability communications vs. sustainable communications

## Sustainability communications

- is an established practice in most corporations. It refers to sustainability as a core topic for communication campaigns, branding, stakeholder dialogues, and corporate reporting.

## Sustainable communications

- refers to the sustainability of processes, platforms, media, and products of corporate communications. Companies measure and document their ecological impact in order to meet the stakeholder expectations and differentiate themselves from competitors.

SUSTAINABILITY COMMUNICATION	SUSTAINABLE COMMUNICATIONS
<p>Sustainability as a content topic</p> <p> Established practice</p>	<p>Sustainability as a strategy topic</p> <p> New trend</p>

# COMSUS project . 2022 -2024 – 2 years

Erasmus Plus Key Action 2 – Strategic Partnerships

Project title “Development of sustainable communications of Higher education institutions in social media” (Project nº 2022-1-PL01-KA220-HED-000090164)

## **Partnership 5 organisations :**

- Fundacja im. Zofii Zamenhof Poland Mazowieckie, Poland
- HOCHSCHULE WISMAR, Germany
- MUGLA SITKI KOÇMAN UNIVERSITY, Turkey
- COFAC COOPERATIVA DE FORMACAO E ANIMACAO CULTURAL CRL (Universidade Lusófona), Portugal
- Kyiv Business School, Ukraine

# COMSUS. AIM and Target groups

## COMSUS AIM

- is strengthening of HEIs ' capabilities in promoting the co-creating of resilient, inclusive and sustainable society through sustainable communications with key stakeholders in social media.

## Target groups

- HEIs' teaching, academic and scientific staff in Poland, Germany, Turkey, Portugal, Ukraine.
- HEIs' administrative staff in Poland, Germany, Turkey, Portugal, Ukraine.

# Project design and implementation

- E-course “The power of social media in the professional development of teachers: personal brand, tools for educational products, promotion of sustainable development values” for HEIs teaching staff
- E-learning course “Sustainable SMM: sustainable communication in social media for higher education institutions” for HEI communication managers
- Manual for HEIs “Sustainable communication in social media for HEI: how to become a changemaker?”
- Hub of sustainable communications "COMSUS"

# Contacts

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Project “COMSUS” URL: [https://zofiazamenhof.pl/?page\\_id=362&lang=en](https://zofiazamenhof.pl/?page_id=362&lang=en)

