

Table 3 List of communication activities

No.	Communication channel (e.g. television, radio, social media etc.)	Activity (e.g. an interview in the media)	Target group (describe target group and reach)	Availability (hyperlink, where activity or information is accessible)	Period/ date
1.	Website, social media	Announcement of the project	Scientists, students, stakeholder and associated partners, Wider society – individuals, Entrepreneurs, Policy makers, Academic and teaching staff of educational institutions	<p><b>BASBF website:</b> The BA School of Business and Finance project will create a digital environment for public lifelong learning  <a href="https://www.ba.lv/university/news/the-ba-school-of-business-and-finance-project-will-create-a-digital-environment-for-public-lifelong-learning/">https://www.ba.lv/university/news/the-ba-school-of-business-and-finance-project-will-create-a-digital-environment-for-public-lifelong-learning/</a></p> <p><b>Social media posts:</b> LinkedIn, Facebook, Instagram</p>	23.12.2020
2.	Website, social media	The annual EUROPEAN SCIENTISTS 'NIGHT (virtual)	All public, partners, followers	<p><b>BASBF website:</b> Researchers at the BA School of Business and Finance participate in the EUROPEAN NIGHT SCIENTISTS NIGHT 2021  <a href="https://www.ba.lv/university/news/researchers-at-the-ba-school-of-business-and-finance-participate-in-the-european-night-scientists-night-2021/">https://www.ba.lv/university/news/researchers-at-the-ba-school-of-business-and-finance-participate-in-the-european-night-scientists-night-2021/</a></p> <p><b>Social media posts:</b> LinkedIn, Facebook, Instagram</p>	28.04.2021
3.	Website, social media	<b>Current Surveys</b> as a part of project	Students, partners, staff of BASBF, followers on social media platforms	<p>Study on the impact of the COVID-19 pandemic summarizes behavioral changes:  <a href="https://www.ba.lv/university/news/study-on-the-impact-of-the-covid-19-pandemic-summarizes-behavioral-changes-current-surveys/">https://www.ba.lv/university/news/study-on-the-impact-of-the-covid-19-pandemic-summarizes-behavioral-changes-current-surveys/</a></p> <p>Financial literacy and environmental, social and governance investments ;            Physical activity during the Covid-19 pandemic;            Changing work habits as a result of the pandemic</p> <p><b>Social media posts:</b> LinkedIn, Facebook, Instagram</p>	29.04.2021

4.	Website, social media	Reports at the 14-th Annual Scientific Baltic Business Management Conference (ASBBMC), on June 2 <sup>nd</sup> , 2021	Scientific community, academic partners, interesents, followers, all publics	<p><b>BASBF website:</b> Directions in Research – Sustainability, Cooperation, Innovation in the Period of Digital Transformation <a href="https://www.ba.lv/university/news/our-directions-in-research-sustainability-cooperation-innovation-in-times-of-digital-transformation/">https://www.ba.lv/university/news/our-directions-in-research-sustainability-cooperation-innovation-in-times-of-digital-transformation/</a></p> <p><b>Social media posts:</b> LinkedIn, Facebook, Instagram</p>	18.06. 2021
5.	Website, social media, internal net BAIS	Researches of BASBF students	All public, followers	<p><b>BASBF website:</b> Researches of BASBF students on Covid19 pandemic impact on economic sustainability and development opportunities: <a href="https://www.ba.lv/university/news/researches-of-basbf-students-on-covid19-pandemic-impact-on-economic-sustainability-and-development-opportunities/">https://www.ba.lv/university/news/researches-of-basbf-students-on-covid19-pandemic-impact-on-economic-sustainability-and-development-opportunities/</a></p> <p><b>Social media posts:</b> LinkedIn, Facebook, Instagram</p>	30.07. 2021
6.	Website, social media	Summary after BASBF students conference	Students, followers, all publics	<p><b>BASBF website:</b> Research projects developed by students focuses on environmental sustainability and electromobility: <a href="https://www.ba.lv/university/news/research-projects-developed-by-students-focuses-on-environmental-sustainability-and-electromobility/">https://www.ba.lv/university/news/research-projects-developed-by-students-focuses-on-environmental-sustainability-and-electromobility/</a></p> <p><b>Social media posts:</b> LinkedIn, Facebook, Instagram</p>	19.08. 2021
7.	social media, on-line event (Zoom), Web site,	On-line event of the Latvian Council of Science “ <b>Connect to Science!</b> ” October, 26, 2021	Latvian scientists community, partners, academics, interesents, followers, all publics	<p><b>BASBF website:</b> Findings from research: a comprehensive demand for digital transformation and sustainability – in education, health, business and financial literacy <a href="https://www.ba.lv/university/news/findings-from-research-a-comprehensive-demand-for-digital-transformation-and-sustainability-in-education-health-business-and-financial-literacy-2/">https://www.ba.lv/university/news/findings-from-research-a-comprehensive-demand-for-digital-transformation-and-sustainability-in-education-health-business-and-financial-literacy-2/</a></p>	13.11. 2021
8.	Public on-line event, Facebook LIVE, website,	Conference: WEBINAR on December 16 <sup>th</sup> , 2021	Stakeholder and associated partners engaged to	<p><b>BASBF website - Final Conclusions:</b> <a href="https://www.ba.lv/university/news/summary-of-basbf-research-project-the-covid19-">https://www.ba.lv/university/news/summary-of-basbf-research-project-the-covid19-</a></p>	22.12. 2021

	social media		spread the results  All society Students, partners, Staff of BASBF, followers on social media platforms	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6879787217733115904">pandemic-is-driving-a-historic-socio-economic-transformation-of-society/</a> <b>Social Media platforms - LinkedIn:</b> <a href="https://www.linkedin.com/feed/update/urn:li:activity:6879787217733115904">https://www.linkedin.com/feed/update/urn:li:activity:6879787217733115904</a> <b>Facebook:</b> <a href="https://www.facebook.com/332288288079/posts/10159400794328080">https://www.facebook.com/332288288079/posts/10159400794328080</a>	
9.	Website, e-mail to partner	Sharing of final conclusions	Network of cooperation partners Wider society – individuals, Entrepreneurs, Policy makers, Academic and teaching staff of educational institutions	<b>CEEMAN website:</b> <a href="https://www.ceeman.org/news/research-project-of-ba-school-of-business-and-finance-the-covid19-pandemic-is-driving-a-historic-socio-economic-transformation-of-society">https://www.ceeman.org/news/research-project-of-ba-school-of-business-and-finance-the-covid19-pandemic-is-driving-a-historic-socio-economic-transformation-of-society</a>	
10.	Website, e-mail to partner	Sharing of final conclusions	Network of cooperation partners Wider society – individuals, Entrepreneurs, Policy makers, Academic and teaching staff of educational institutions	<b>BMDA website:</b> <a href="http://www.bmda.net/BMDA/members-area/news-from-bmda-members/research-project-of-ba-school-of-business-and-finance-the-covid19-pandemic-is-driving-a-historic-socio-economic-transformation-of-society-1">http://www.bmda.net/BMDA/members-area/news-from-bmda-members/research-project-of-ba-school-of-business-and-finance-the-covid19-pandemic-is-driving-a-historic-socio-economic-transformation-of-society-1</a>	
11.	Website	Announcement of the project	All public	<b>the website of Liepaja University</b> <a href="https://www.liepu.lv/lv/1331/covid-19-ietekme-uz-ilgtspejiga-paterina-uzvedibu-un-aprites-ekonomiku-the-impact-of-covid-19-on-sustainable-consumption-behaviors-and-circular-economy">https://www.liepu.lv/lv/1331/covid-19-ietekme-uz-ilgtspejiga-paterina-uzvedibu-un-aprites-ekonomiku-the-impact-of-covid-19-on-sustainable-consumption-behaviors-and-circular-economy</a>	Dec 2020
12.	Social media	Conference: WEBINAR on December 16 <sup>th</sup> , 2021	All public, students, researchers	<b>Facebook</b> <a href="https://www.facebook.com/LiepU">https://www.facebook.com/LiepU</a>	14.12.2021
13.	Website	Conference: WEBINAR on December 16 <sup>th</sup> , 2021	All public, students, researchers	<b>the website of Liepaja University</b> <a href="https://www.liepu.lv/lv/jaunumi/4304/aicinajums-piedalities-konference">https://www.liepu.lv/lv/jaunumi/4304/aicinajums-piedalities-konference</a>	13.12.2021
14.	Website	Sharing of final conclusions	All public, students, researchers	<b>the website of Liepaja University</b> <a href="https://www.liepu.lv/lv/182/aktualitates/2026/nosledzas-petniecibas-projekts-par-covid19-pandemijas-ietekmi-uz-sabiedribas-socialekonomisko-transformaciju">https://www.liepu.lv/lv/182/aktualitates/2026/nosledzas-petniecibas-projekts-par-covid19-pandemijas-ietekmi-uz-sabiedribas-socialekonomisko-transformaciju</a> <b>the website of LASE</b> <a href="https://bit.ly/3F1E5zZ">https://bit.ly/3F1E5zZ</a>	06.01.2022

15	Working seminar of the scientific group and other experts	Sharing research results	Scientific group		3 September
16	EUROPEAN NIGHT SCIENTISTS NIGHT 2021	Virtual participants of the EUROPEAN NIGHT SCIENTISTS NIGHT 2021	General public	<a href="https://lspa.lv/index.php?option=com_content&amp;view=article&amp;id=4497:30-april-attlinti-norisinsies-eiropas-zintnieku-nakts&amp;catid=116:petnieciba&amp;Itemid=165">https://lspa.lv/index.php?option=com_content&amp;view=article&amp;id=4497:30-april-attlinti-norisinsies-eiropas-zintnieku-nakts&amp;catid=116:petnieciba&amp;Itemid=165</a>	
17	The final conference of the project	Presentation of project results	All public, students, researchers		16 December, 2021
18.	UN Academic Impact	Information about the project	Partner universities - worldwide	Sent by email It is planned that the information will be published on <a href="https://www.un.org/articles-by-property-local-category/59098/9319">https://www.un.org/articles-by-property-local-category/59098/9319</a>	25.01.2022
20	The Baltic University Programme	Information about the project	Partner universities	Sent by email It is planned that the information will be published on <a href="https://www.balticuniv.uu.se/news-new/">https://www.balticuniv.uu.se/news-new/</a>	25.01.2022