



Universidad
Politécnica
de Cartagena

MIEMBRO DE



EUROPEAN
UNIVERSITY OF
TECHNOLOGY



HR EXCELLENCE IN RESEARCH

COMMUNICATION STRATEGY

HRS4R SEAL

IN UPCT

February 2024

Revised: July 2024



Communication Strategy HRS4R-UPCT Label

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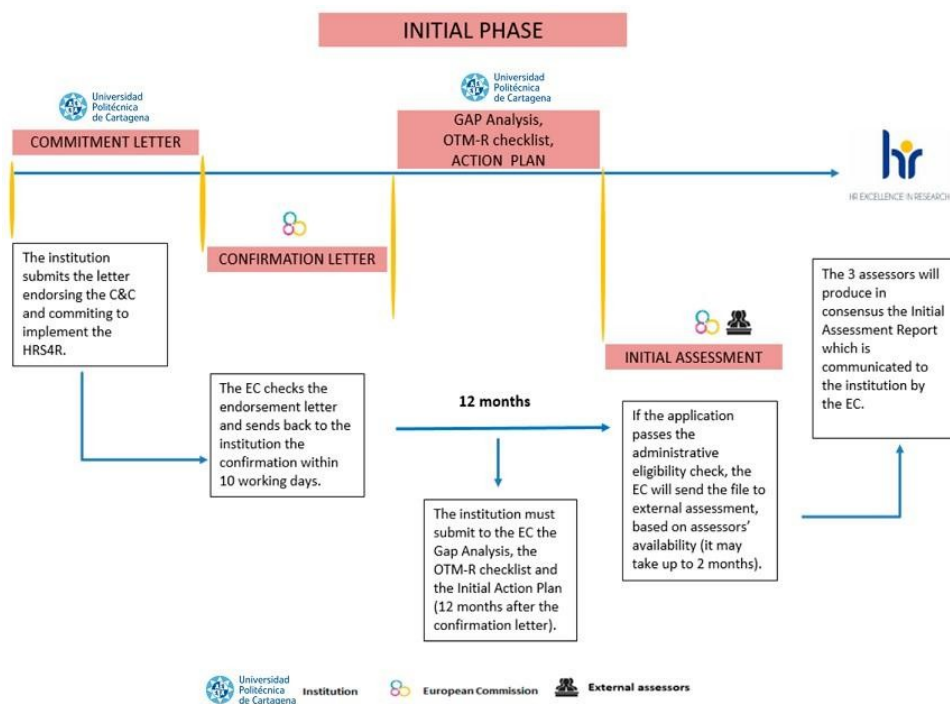
1. INTRODUCTION

The Human Resources Strategy in Research (HRS4R) 'HR Excellence in Research' is a distinction of the European Commission that recognises those institutions that are committed to a favourable and stimulating environment for professionals in the scientific field. This strategy is inspired by [The European Charter for Researchers](#) and [The Code of Conduct for Recruitment](#). The main objective of HRS4R is to promote excellence in research and to attract, retain and develop the best international and EU scientific talent.

The Polytechnic University of Cartagena (UPCT) joined the European Charter for Researchers and the Code of Conduct for the Recruitment of Researchers (C&C) in March 2021. The agreement document is available at [EURAXESS](#).

After formalising this link, a process of internal analysis began in order to determine the degree of alignment with the C&C, and to detect the gaps between institutional strategy and C&C principles.

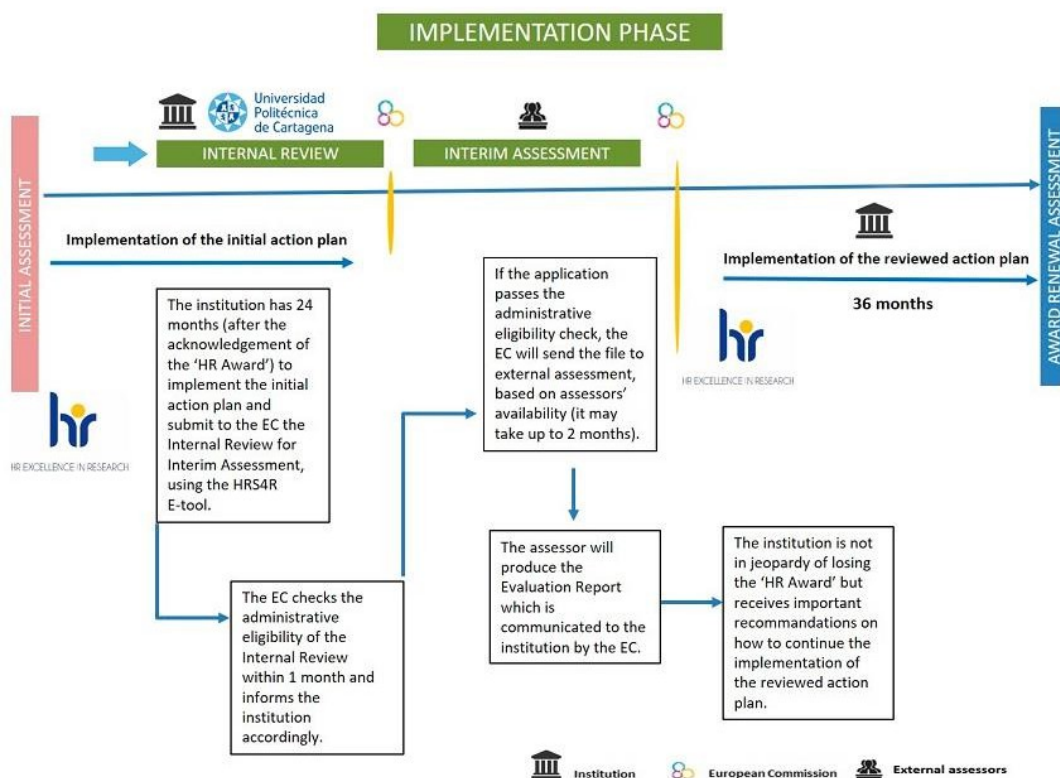
Following this analysis, UPCT developed its own human resources strategy for researchers, elaborating an [Action Plan](#). Similarly, with regard to the open, transparent and merit-based recruitment policies OTM-R Checklist. This phase ended in March 2022.



Afterwards, the European Commission carried out the review of the [Action Plan](#) proposed by the entity and awarded UPCT the HRS4R quality label on 12 August 2022.

As of that date, UPCT makes its Action Plan public and is authorised to use the HRS4R label. Currently, the institution is in the implementation phase of the improvement actions in the research human resources policy described in the Action Plan, which are grouped into four areas of improvement:

- Access to information.
- Support and advice for research staff.
- Training.
- Mentoring of young researchers.



UPCT is also carrying out a self-assessment process (from August 2022 to August 2024) through which it carries out a new internal analysis in a period of no more than two years to see the fulfilment of the proposed action plan and design a new updated one.

Among the proposals to be implemented in the Action Plan published in 2022, the following stands out in section A1 of general aspects "Strength awareness, commitment and implementation of C&C and [OTM-R](#)".



This section specifies: *"The HRS4R UPCT Communication Plan will schedule periodical actions on the advances in the principles of the C&C and OTM-R principles, such as briefings in Governing Council and its working groups, periodical messages via the UPCT news and internal communication channels (email distribution lists and social media)".* In this way, the UPCT HRS4R Communication Plan will schedule periodic actions on the advances in the principles of the C&C and OTM-R principles, such as briefings in Governing Council and its working groups, periodical messages via the UPCT news and internal communication channels (email distribution lists and social media).

This document sets out some of the actions carried out by the UPCT to publicise the HRS4R strategy and proposes others to be developed so that both the university community itself and society in general are aware of the benefits offered by these commitments made by the University.

2. INTERNAL COMMUNICATION ACTIONS

The Polytechnic University of Cartagena achieved the '**HR Excellence in Research**' distinction in August 2022 and at the date of publication of this plan, in the first quarter of 2024, it is in the implementation phase of the European seal. For this reason, it is interesting to highlight the internal actions that have been planned and to reinforce them in the coming months, in order to raise awareness of the resources offered by the HRS4R-UPCT strategy to the university community, especially to the research community.

These internal communication actions are carried out through the following channels:

- **UPCT mailing lists / Info-IDI-list:** This is the way in which the moderated dissemination of information is carried out through e-mail. This tool makes it possible to inform the University Community of the latest news on relevant issues or research opportunities.

There are more than **35 UPCT lists** already designed, divided into **official**, **general interest** and **thematic lists**. The most commonly used are: **Info** (Info@upct.es) for general information; **Info-IDI-list** (Info-IDI-list@upct.es) to publicise calls for proposals or possible R&D&I opportunities; as well as **Info-Official** (Info-Oficial@upct.es), the official information list for UPCT staff, which can only be published by representatives of the University's governing bodies.

The following is an example of how this channel is used to publicise some elements related to the European label, such as the label's website (<https://hrs-researcher.upct.es/>).



Info-Oficial en nombre de Vicerrectorado de Investigación, Transferencia y Divulgación
Para: Info Oficial UPCT (info-oficial@upct.es)

Estimada Comunidad Universitaria:

Como ya conocéis, desde agosto de 2022 la Universidad Politécnica de Cartagena ostenta la acreditación europea del **sello** "HR Excellence in Research" (HRS4R, por sus siglas en inglés). En estos momentos nos encontramos en la fase de implementación de las acciones de mejora en la política de recursos humanos de investigación de nuestra universidad.

Una de las acciones clave aprobadas por la Comisión Europea consiste en elaborar una guía de bienvenida y proporcionar al personal investigador la información de forma accesible y entendible. Tras varios meses de trabajo me satisface poder presentaros la página web de la Estrategia HRS4R-UPCT (<https://hrs-researcher.upct.es/>), accesible desde la web institucional. Esta página pretende ser un lugar de encuentro donde hallar información actualizada del **sello**, así como una variedad de recursos e información de interés para todos los investigadores, en cualquiera de los estadios de su carrera (R1, R2, R3 y R4).

Os invito a explorar el portal y hacernos llegar vuestras sugerencias y propuestas de mejora, puesto que vuestra participación es crucial para que este proyecto suponga una mejora real del entorno de trabajo de investigación en la UPCT.

Por último, en nuestro esfuerzo por conocer mejor vuestras necesidades, os animo a participar en una breve encuesta sobre detección de necesidades formativas disponible [aquí](#).

Saludos

Catalina Egea Gilabert
Vicerrectora de Investigación, Transferencia y Divulgación
www.upct.es

Universidad Politécnica de Cartagena
MIEMBRO DE eut+ EUROPEAN UNIVERSITY OF TECHNOLOGY
info@upct.es | +34 968 325 707

An informative and informative note/pill related to 'HR Excellence in Research' will be sent through the distribution list on a regular basis, normally every month.

The aim of these events will be to raise awareness among the University Community of the main features and opportunities offered by the distinction awarded by the European Commission to all UPCT staff.

- **What should the briefing notes/pills look like?**

These publications should be made in a detailed way, each one focusing on a relevant aspect of the seal. In this way, it will be possible to clarify some important concepts in order to understand the scope of the Human Resources Strategy in Research developed by the UPCT. These notes must comply with the following characteristics:

- **Clarity of information:** The information that appears in the notes should be easily understood by all staff who receive them. In this way, the messages should be concise, with a wording that is not too convoluted, summarising in a few lines what is to be made known.
- **Dissemination of key concepts:** It is important to use rigorous language, but it is also important that the publications answer questions related to the seal that any user might ask. To this end, the concepts will be presented in such a way that they can be understood by the whole UPCT community.
- **Inclusion of audiovisual elements:** As far as possible, publications should include audiovisual elements such as infographics, infographics, or



images that help to understand at a glance the message you want to convey.

This will create more attractive publications for the user.

In order to have a joint vision of all the information notes that will be launched, it is interesting to draw up a publication calendar that includes the subject matter of the note and the date on which it will be sent to the University Community. This calendar is available in **Annex II** of this document.

These **informative** and informative **notes/pills** must also be published on the website of the Human Resources Strategy in Research - UPCT. Therefore, it is an internal communication resource, but also an external one.

This document contains examples of briefing notes on the Human Resources Strategy in research launched by the UPCT, which are available in **Annex II**.

- **Internal meetings**

The working group for the implementation phase of the **HRS4R-UPCT** strategy is made up of technical (PTGAS) and research (PDI) staff from the Polytechnic University of Cartagena. This committee meets periodically, usually fortnightly, to design the roadmap to be followed.

Among the tasks carried out by this working group is the elaboration of documents that have subsequently been approved by the Governing Council, such as the [OTMR-UPCT](#) policy in December 2023.

Other actions to be carried out at a later stage are also scheduled. In this way, the creation of monthly briefing notes or other initiatives, usually related to communication, are agreed upon.

For this reason, it is essential that these meetings continue to take place in order to design and schedule future actions related to the HRS4R-UPCT label.

- **Conference for UPCT researchers**

Following the objective of promoting the attraction of research talent and accompanying professionals who develop their career at the Polytechnic University of Cartagena (UPCT), since the achievement of the HRS4R-UPCT seal in August 2022, different conferences have been organised in collaboration with the Association of Young Researchers of Cartagena (AJICT).

These initiatives serve to publicise the characteristics of the seal among young researchers, as well as to explain the opportunities that it and the institution offer them to develop research projects. The following are some of the informative talks held over the last three years:

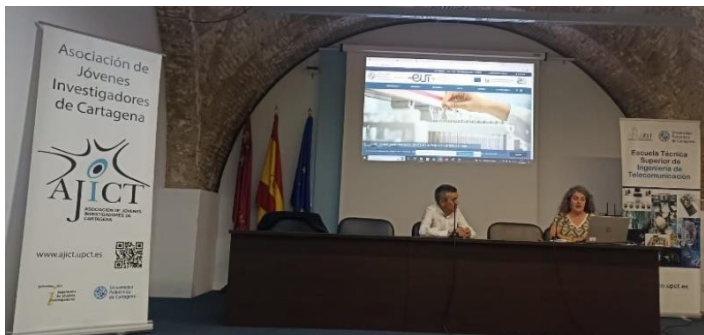
- **Meeting with AJICT (2022):** During the meeting, technicians from the Research and Technology Transfer Unit (UITT) detailed to the board of directors

The HRS4R-UPCT seal and the process that the institution would follow during the implementation phase of the HRS4R-UPCT seal.



UIITT technicians present the HRS4-UPCT seal to the AJICT board of directors.

- **Presentation and welcome to PhD students (2023):** It is important that students and researchers receive the most complete information at the beginning of their time at UPCT. For this reason, during the meeting The AJICT and AJICT's possibilities are also made known, as it is important that these researchers are aware of the opportunities they will have during their professional career in the institution.



Welcome meeting for PhD students at UPCT.

- **Information session on the research career (2024):** Established researchers and technicians of the institution explained to more than twenty participants UPCT students how it is possible to start a first research project. In this way, those interested were able to learn first-hand about the research experience of those responsible for several international projects.

In addition, the possibilities that researchers have at each stage of their professional career, as set out in the HRS4R-UPCT seal, were presented. These include, of course, grants to develop their line of research.



Briefing on research careers (2024)

- **Surveys addressed to UPCT research staff**

During the implementation phase of the **Human Resources Strategy in Research (HRS4R)**, the University is working on a training plan as closely as possible to the needs of research staff. For this reason, and in order to know the opinion of these professionals, a **survey** has been launched to detect the **training needs** of researchers.

The tool was published in the **Training Needs** section of the web site dedicated to the **at label HRS4R at UPCT** (<https://hrs-researcher.upct.es/actividades/acciones-formativas/articulo-sin-titulo>) on 2 November 2023.

The survey, which was only accessible to UPCT staff members upon identification, was structured in a 10-question format:

1. Please tick below the training(s) you would be interested in (*more than one answer possible*)
 - Research Career: Presentation of regional, national and European funding opportunities. Design of roadmaps for participation in each stage of the career.
 - Data Protection
 - Research Ethics
 - Inclusion, Diversity and Accessibility
 - Social Communication of Science (Dissemination)
 - Open Science: Open publishing, data management, citizen participation.
 - Gender Perspective in R&D&I



- Transversal competences: presentation of research results, teamwork, time management, motivation, resilience, conflict resolution, etc.
 - Impact and Transfer of Results
 - Intellectual and Industrial Property
 - Leadership and Mentoring
 - English
 - Internationalisation Processes: Mobility, creation and participation in Networks and Strategic Partnerships.
2. If you have any other training needs, preferences or suggestions, please let us know.
(free text field)
3. If you prefer, you can attach a file to send us the information you want *(file upload tool)*.
4. Research career profile *(one answer only)*
- Researcher R1: early stage researcher. Persons carrying out research under supervision. Includes persons who are pursuing a doctorate.
 - R2 researcher: recognised researcher. Persons with a doctoral degree who have not yet established a significant level of independence. First postdoctoral stage.
 - R3 researcher: established researcher. They have developed a level of independence.
 - R4 researcher: principal investigator. They lead their area or field of research.
 - Technical staff, with or without university degrees, recruited on a project basis.
5. Age *(one answer only)*
- Under 30 years old
 - Between 31 and 35 years old
 - Between 36 and 40 years old
 - Between 41 and 50 years old
 - Between 51 and 60 years old
 - Over 60 years old
6. Gender *(one answer only)*
- Female
 - Male
 - Other
7. Nationality *(free text field)*



8. Mode of attendance (*it is possible to tick more than one answer*)
 - Streaming
 - Online (asynchronous, self-paced training)
 - On-site
9. Preference in the calendar of training activities (*it is possible to tick more than one answer*)
 - First quarter of the calendar year (January to March)
 - Second quarter (April to June)
 - Third quarter (July to September)
 - Fourth quarter of the year (October to December)
10. Delivery Format (*it is possible to tick more than one answer*)
 - Course: Training action with a duration of four or more hours of training.
 - Workshop: Training action with a duration equal to or greater than four hours of training and with an eminently practical character.
 - Training Pill: Training action of up to four hours duration with its own entity.
 - Mentoring. Training action aimed at the transmission of knowledge and experience between a person who shares, in the workplace and with a single interlocutor, what he or she knows or has learnt in specific training.

Preliminary analysis of the survey:

- Responses accounted for as of 30 April 2024: **93**
- Preliminary findings: The majority of respondents demand research career training, followed by internationalisation and impact and transfer of results.
- These contributions have served as a basis for proposing some improvement actions, such as the provision of specific actions in some specific subjects, as well as the commitment to a greater dissemination of some of the services or resources offered by the UPCT.

The Human Resources Strategy in Research (HRS4R) has also promoted a **survey on the working conditions** of researchers at the UPCT. In this way, it is possible to know the perception of the university staff on these conditions, in order to identify possible areas for improvement.

The tool was published in the section **Research at UPCT** of the website dedicated to the **HRS4R seal** at UPCT, specifically in the sub-section **Selection, recruitment and working conditions** (<https://hrs-researcher.upct.es/actividades/investiga-en-la-upct/seleccion-contratacion-y-condiciones-laborales>) on 18 December 2023.



The survey is structured in **22 questions**, divided into **seven main sections or themes**: *General Information, Professional Development, Mental Health and Well-being, Workplace and Sexual Harassment, Workload and Resources, Communication and Work Environment, Additional Comments.*

General information

1. Research career profile (*one answer only*)

- Researcher R1: early stage researcher. Persons carrying out research under supervision. Includes those pursuing a doctorate.
- R2 researcher: recognised researcher. Persons with a doctoral degree who have not yet established a significant level of independence. First postdoctoral stage.
- R3 researcher: established researcher. They have developed a level of independence.
- R4 researcher: principal investigator. They lead their area or field of research. Technical staff, with or without a university degree, contracted under the project.

2. Age (*one answer only*)

- Under 30 years old
- Between 31 and 35 years old
- Between 36 and 40 years old
- Between 41 and 50 years old
- Between 51 and 60 years old
- Over 60 years old

3. Gender (*one answer only*)

- Female
- Male
- Other

Professional development

4. Do you feel that you have opportunities for professional development at the Polytechnic University of Cartagena (UPCT)? (*one answer only*)

- Yes
- No
- Not sure

5. At UPCT, have you received training or education to further your career as a researcher (*one answer only*)?

- Yes
- No

6. Do you receive support from UPCT in obtaining grants, research funds or projects (*one answer only*)?

- Yes
- No
- Sometimes



Mental health and well-being

7. How would you rate your level of stress at work as research staff at the UPCT?
(one answer only)

- Very low
- Under
- Moderate
- High
- Very high

8. Have you experienced physical or mental health problems due to your working conditions as a researcher at UPCT? (one answer only)

- Yes
- No
- Sometimes

9. Do you feel that your job allows you to maintain an appropriate balance between your personal and professional life (one answer only)?

- Yes
- No
- Sometimes

10. Have you ever felt that your dignity or moral integrity has been violated in your workplace at UPCT? (one answer only)

- Yes
- No

Workplace and sexual harassment

11. If yes, was the harassing person a superior in the hierarchy (free text field)

12. Have you ever felt that your physical integrity has been harmed in your workplace at UPCT? (one answer only)

- Yes
- No

13. If yes, was the harassing person senior in rank (free text field)?

14. If you have ever felt that your dignity or physical or moral integrity has been violated, did you feel supported by the UPCT in dealing with the problem? (free text field)

Workload and resources

15. How many hours per week do you spend on average on your research? (one answer only)

- Less than 20 hours
- From 20 to 40 hours



- More than 40 hours

16. Do you feel you have enough time to carry out your research work effectively (*one answer only*)?

- Yes

- No

- Partially

17. Do you consider the material/equipment available to carry out the research to be adequate (*one answer only*)?

- Yes

- No

- Sometimes

Communication and working environment

18. Do you consider communication within your research team to be effective? (*one answer only*)

- Yes

- No

- Sometimes

19. Do they take into account your opinion on the way the work is done (*one answer only*)?

- Yes

- No

- Sometimes

20. In relation to the research, how would you describe the working environment at UPCT (*one answer only*)?

- Collaborative and supportive

- Neutral

- Competitive and challenging

- Hostile or unhealthy

Additional comments

21. Are there any additional comments you would like to share about your working conditions as research staff at UPCT (*free text field*)?

22. Name (optional) (free text field)

Preliminary analysis of the survey:

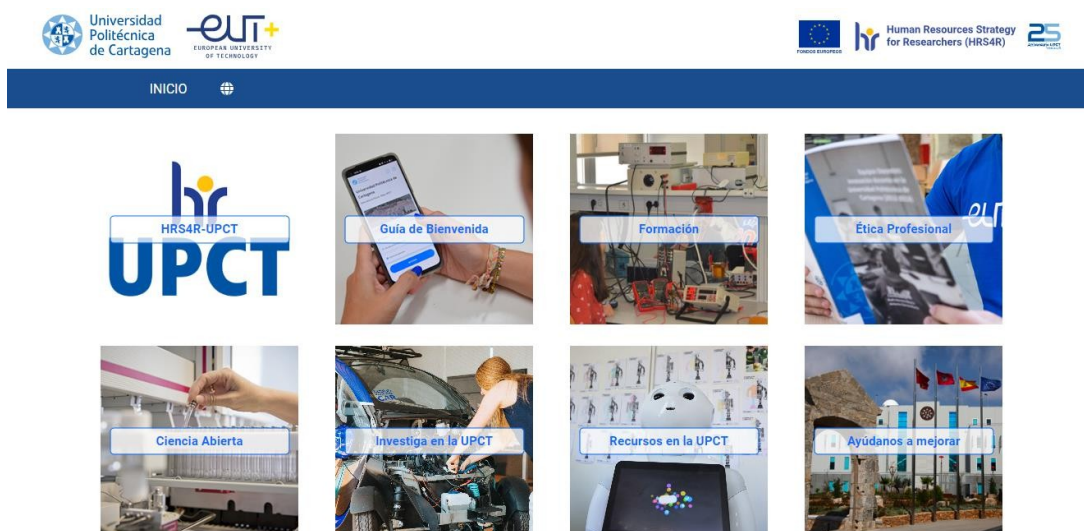


- Responses counted as of 16 January 2024: **35**
- Preliminary findings: Although it is still early days, almost half of the participants, i.e. 49% of the respondents, consider that they do not have enough time to carry out their research work.

3. EXTERNAL COMMUNICATION ACTIONS

The Polytechnic University of Cartagena plans to carry out different actions to publicise the Human Resources Strategy for Researchers (HRS4R), promoted by the European Commission itself. In this way, it will do so through different channels:

- **HRS4R - UPCT website:** The main tool created specifically to show society all the possibilities offered by the strategy is the website dedicated to the HRS4R strategy. This has been created by the UPCT IT Unit: <https://hrs-researcher.upct.es/>



The website is divided into **eight main sections**: *HRS4R-UPCT*, *welcome guide*, *training*, *professional ethics*, *open science*, *resources at UPCT* and *help us improve*. The most informative information on the objectives of the seal is found in the first of the options, as it is the one specifically dedicated to resolving possible doubts about the European quality seal.

Within this ***HRS4R-UPCT*** section there are four other sub-sections: *Institutional presentation*, *What is the Human Resources Strategy for Researchers*, *Implementation of HRS4R-UPCT*, *European Framework for Research Careers*.





In *What is the Human Resources Strategy for Researchers? and implementation of HRS4R- UPCT* the user will find information about the process through which UPCT has achieved this recognition by the European Commission and how it is being promoted in the University.

In addition, these two sub-sections have links to documents of interest, such as the [Action Plan](#) or [the OTM-R policy](#) of the UPCT, as well as infographics that summarise the work carried out to obtain and maintain HRS4R-UPCT.

Another of the resources available on the website is the [welcome guide](#), available in the section of the main website with the same name. Thanks to this resource, researchers can make a first approach to the UPCT and its services, as well as the different tools that are available to professionals who develop their career in the institution. These are detailed in the sub-sections *Welcome from the Vice-Rector*, *General information about the UPCT*, *Preparing your trip* and *First steps at the UPCT*. However, these are static pages and not a downloadable document that should be sent or made known to interested users, so they will soon be unified in a single document that can be easily downloaded and disseminated in networks.

During the first half of 2024, it would be interesting to promote other subsections on this website to provide the user with information related to the strategy, but in a more regular and direct way:

- **Informative and informative notes/pills:** In order for the information on the phases of adhesion and implementation of the HRS4-UPCT strategy to reach the user, especially our university community, in a more attractive way and to create more updated content, informative notes/pills will be launched every quarter. In this way, the activities or trainings related to the seal will be reported, as well as the news published by the UPCT Communication Service that are related to it or the state of the Action Plan, which should be reviewed and expanded periodically.

These bulletins will be available on the website itself, through drop-down tabs, but they will also be sent to users who wish to receive them through the most appropriate UPCT mailing list. In this way, they will be able to know, without having to enter the website, the latest steps of this initiative.

- **UPCT news and media**

The Communication Service of the Polytechnic University of Cartagena prepares press releases that are published on the web, and reflect the academic and research news of the institution, as well as the different events that are organised or developed by the UPCT.

This content also includes some news related to the Human Resources Strategy for Researchers (**HRS4R**):

La Comisión Europea reconoce la Excelencia en Recursos Humanos de Investigación de la UPCT



Imagen de un laboratorio de la UPCT.

Publicada el 07.Sep.2022

La Universidad Politécnica de Cartagena ha obtenido el sello de calidad europeo '[HR Excellence in Research](#)'. La Comisión Europea reconoce con esta distinción a la Excelencia en Recursos Humanos de Investigación a las instituciones que generan y apoyan la existencia de un entorno estimulante y favorable al trabajo de investigación, garantizando procesos de contratación de investigadores abiertos, transparentes y basados en el mérito y la capacidad.

El proceso de solicitud se inició en marzo de 2021 con un análisis interno de la situación de la UPCT en relación con los principios recogidos en la [Carta Europea del Investigador](#) y en el [Código de conducta para la contratación de investigadores](#) y ha incluido la elaboración de un [Plan de Acción](#), que cuenta con 20 medidas para la mejora de las políticas de recursos humanos de investigación de nuestra universidad. Entre las acciones de mejora destacan el impulso al desarrollo de la carrera profesional del personal investigador y la formación específica en aspectos relativos a la I+D+i.

La estrategia de recursos humanos para los investigadores (HRS4R) de la UPCT se puede consultar en la web <https://hrs4r.upct.es/>.

Últimas noticias

Premios de hasta 1.500 euros a los mejores Trabajos Fin de Estudios convocados por la Cátedra de Medio Ambiente APC-CMN
10.Ene.2024

La UPCT logró siete contratos postdoctorales en el Instituto de Biotecnología Vegetal en el último año
10.Ene.2024

Memoria audiovisual de Gerencia
10.Ene.2024

EUT+ oferta un curso sobre ciberseguridad en modalidad blended
09.Ene.2024

Técnicas de fitomanejo logran que especies autóctonas fijen el suelo de un depósito minero de la Peña del Águila
09.Ene.2024

Una tesis de la UPCT investiga sobre la utilización de robots para el tratamiento de niños con autismo
08.Ene.2024

Memoria audiovisual del Vicerrectorado de Economía

(Posted on 07/09/2022)

A **recommendation** to be followed from the publication of this document is the inclusion of an explanatory paragraph on the Human Resources Strategy in Research (**HRS4R**) '**HR Excellence in Research**' in those news items that are related to Human Resources or where it is considered relevant, due to its link with the research carried out at the Polytechnic University of Cartagena:

"The Polytechnic University of Cartagena has been awarded the European quality seal '[HR Excellence in Research](#)' since August 2022. This is a distinction of the European Commission that recognises those institutions that are committed to a favourable and stimulating research environment. The strategy is inspired by The European Charter for Researchers and The Code of Conduct for Recruitment. The main objective of HRS4R is to promote excellence in research and to attract, retain and develop the best international scientific talent, ensuring open, transparent selection processes based on merit and ability".

In addition, during the coming months and following the **communication campaign** of the European label that will be launched, it is necessary to publish **at least one news item per month** related to the **HRS4R-UPCT** strategy. These should not only refer to the implementation phases of the European strategy, it would also be appropriate that the contents could be interviews with professionals involved in the selection processes, details about the services available to researchers who develop their careers in the UPCT, good practices promoted; as well as other informative publications, among other possible examples.

As is logical, these news items will contain audiovisual material, such as infographics of the informative notes or possible videos that may be produced to publicise HRS4R-UPCT. From



In this way, the visual line of the campaign will be kept unified on the web page of the different news published by UPCT.

Most UPCT press releases are sent to local, regional and even national media so that they can echo the latest advances developed by the UPCT.

Likewise, the Polytechnic University will provide the necessary information or will put the institution's professionals in contact with journalists who wish to carry out coverage other than that sent by the UPCT.

- **Social media**

Currently, in mid-2024, the Polytechnic University of Cartagena has an official profile on the main social networks: Twitter ([@upctoficial](#)), Facebook ([UPCT University](#)), Instagram ([@upctoficial](#)) and Tik Tok ([@upct.universidad](#)). These general accounts are the ones that channel and publish the general information developed at the University.

However, although the trend in large institutions tends to unify messages in these main channels in order to reach a wider audience with more direct messages, the UPCT has other more specific profiles of its different Units and Services, where information is also shared. Some examples of these are: Scientific Culture Unit UCC+i UPCT ([@UCCi_UPCT](#)), CRAI Library UPCT ([@BibliotecaUPCT](#)), Faculty of Business Sciences - UPCT ([@empresaupct](#)), European Projects Office - OPECT - ([@OPECT_UPCT](#)), among others.

For this reason, it is important to publicise the Human Resources Strategy in Research (HRS4R) 'HR Excellence in Research' using the possibilities provided by the different social networks, adapting the language and the way of communicating to each of them. To do this, the following will be taken into account:

- **Use of Hastags related to the label** in publications: A good way to brand and unify Strategy-related publications is the use of a specific hastag. In this case it would be interesting to use **#HRS4RUPCT** as the official hastag.
- **Sharing the information in the briefing notes/pills:** Whenever it is interesting for the general public, a monthly publication should be created in the different social networks with the content disseminated in the internal briefing note. Of course, it will be necessary to adapt the message, highlighting those aspects that may be of interest to the followers of these profiles.
- **Inclusion of infographics / audiovisual material in publications:** Whenever possible, it is interesting to include photographs, videos or graphic elements that support the messages put forward in posts related to the HRS4R seal. In this way, as has already been proven, the algorithms of the different social networks will better position these publications with audiovisual elements.



- **Linking traffic to specific resources and HRS4R website in UPCT:** One of the objectives to be pursued with these publications is to increase traffic to the seal website developed by UPCT, where users can find all the information related to the distinction of the European Commission. To this end, a link to the website will be included in all publications: <https://hrs-researcher.upct.es/>



Annex I. HRS4-UPCT Communication Strategy Indicators

HRS4-UPCT Communication Strategy			
	Channels	Contents/types of actions	Indicators / KPIS
Communication Internal with researchers and UPCT units	Communications Info (INFO IDI LIST - list of official UPCT dissemination for researchers)	Information/disclosure notes from the seal HRS4R UPCT	A monthly note to be distributed through the service INFO UPCT
	Technical meetings with other units and services UPCT	Coordination of actions related to the HRS4R- label. UPCT	Schedule meetings on a regular basis, generally, every fortnight.
	Surveys / Tools to know the opinion of the UPCT staff	Resources to measure the staff perception of the university on these conditions, in order to identify possible areas of improvement	<ul style="list-style-type: none"> • More than 100 responses to each of the surveys • Dissemination of the results
External communication	Website dedicated to the HRS4R-UPCT Strategy	Pages dedicated to resolving possible questions from researchers	<ul style="list-style-type: none"> • Update the website to include the latest developments in the process of implementing the label. • Inclusion of monthly briefing notes
	Press releases UPCT and media coverage	News production / interviews on the status of the European label, best practices, etc.	<ul style="list-style-type: none"> • At least one news item per month related to the seal on the institutional website. • Inclusion of the explanatory paragraph of the label in news items related to HR in research
	Social media	<ul style="list-style-type: none"> • Specific publications related to the label • Adaptation of internal briefing notes that are of interest to the accounts' followers. • Audiovisual material specific to the HRS4 label 	At least one publication per month on the general account @upctnoticias



Annex II. Calendar of HRS4-UPCT information and dissemination notes/pills

Calendar of briefing notes/pills 2024	
Informative Content	Approximate date
1. What is OTM-R policy?	January 2024
2. Inclusion of HRS4 seal in UPCT signature	February 2024
3. Gender equality in selection and recruitment processes UPCT	March 2024
4. Attracting talent: support for research careers	April 2024
5. Euraxess platform: a global window for the research	May 2024
6. UPCT Research Ethics Committee	June 2024
7. Workshops / initiatives related to the stamp	July / August 2024
8. Resources welcome UPCT researchers	September 2024
9. Open Science at UPCT	October 2024
10. Training offered by UPCT researchers	November 2024
11. Assessment of the HRS4 Strategy during the year 2024	December 2024

Annex III. Information notes already published by the UPCT

- **What is OTM-R policy (30-01-2024)?**

The informative note was launched through the official dissemination list for the PDI of the UPCT, specifically, the message was sent by the vice-rectorate for Research, Transfer and Dissemination.

Estimadas/os investigadoras e investigadores:

El Consejo de Gobierno de la UPCT aprobó el 20 de diciembre de 2023 la Política OTM-R, uno de los elementos clave en la implementación de la [Estrategia de Recursos Humanos en Investigación \(HRS4\)](#), el sello europeo de calidad con el que ha sido distinguida nuestra Universidad y que reconoce a aquellas instituciones que apuestan por un entorno favorable y estimulante para los profesionales del ámbito científico.



Podéis consultar el documento completo aquí: <https://hrs-researcher.upct.es/downloadFile/d2ydWpBO10>

Toda la información relacionada con la Estrategia de Recursos Humanos en Investigación (HRS4) está disponible en la web <https://hrs-researcher.upct.es/>. Asimismo, os recuerdo que continuamos recopilando la visión de los profesionales de la UPCT a través de las encuestas sobre las [condiciones de trabajo](#) y las [necesidades formativas del personal investigador](#) (haced click en los enlaces anteriores para completarlas).

Muchas gracias por vuestra colaboración.

Saludos

Catalina Egea Gilabert
Viceirectora de Investigación, Transferencia y Divulgación
www.upct.es

- Signature caption HRS4R-UPCT (February 2024)

Pie de firma incluido HRS4R

Estimada Comunidad Universitaria:

Siguiendo con la fase de implementación de la Estrategia de Recursos Humanos (HRS4) que desarrollamos desde UPCT, os invitamos a incluir el logo del sello en vuestro pie de firma email UPCT. A tal efecto os remitimos una plantilla actualizada del pie de firma para que podáis adaptar el texto del mismo.



Saludos



- Gender equality in selection and recruitment processes UPCT (March 2024)

Estimada comunidad universitaria:

Coincidiendo con este mes de marzo, en el que conmemoramos el Día Internacional de la Mujer, recordamos cómo la Política OTRM-R de nuestra Universidad, uno de los elementos clave en la implementación de la Estrategia de Recursos Humanos en Investigación (HRS4), refuerza la igualdad de oportunidades, especialmente la igualdad de género, en todos los procesos de selección y contratación UPCT.





Como sabéis la [Estrategia de Recursos Humanos en Investigación \(HRS4\)](https://hrs-researcher.upct.es/) es un **sello europeo de calidad** con el que ha sido distinguida la UPCT y que reconoce a aquellas instituciones que apuestan por un entorno favorable y estimulante para los profesionales del ámbito científico. Toda la información sobre la misma está disponible en la web <https://hrs-researcher.upct.es/>

La **Política OTM-R** de la UPCT fue aprobada el 20 de diciembre de 2023 por el **Consejo de Gobierno** de la Universidad. El texto completo se puede consultar en este enlace: <https://hrs-researcher.upct.es/downloadFile/d2ydWpBO10>

Saludos



• Attracting research talent (April 2024)

Estimada Comunidad Universitaria:

La **Universidad Politécnica de Cartagena (UPCT)**, siguiendo la **fase de implementación** (2022-2024) de la **Estrategia de Recursos Humanos en Investigación (HRS4)**, continúa con su apuesta por la **atracción de talento** y **acompañamiento** durante toda la carrera investigadora.

Este compromiso está recogido en el epígrafe **A16 "Provide information and support concerning the research career"** del **Plan de Acción** del sello **HRS4 UPCT**. De esta manera, la UPCT continúa detectando posibles oportunidades de atracción de talento, impulsando y asesorando a los profesionales de nuestra Universidad sobre las diferentes ayudas diseñadas por instituciones nacionales y europeas. Las principales iniciativas para impulsar y consolidar la carrera investigadora son:



Toda la información relacionada con la **Estrategia de Recursos Humanos en Investigación (HRS4)** está disponible en la web <https://hrs-researcher.upct.es/>. Asimismo, os recordamos que estamos recopilando la visión de los profesionales de la UPCT, a través de las encuestas sobre las **condiciones de trabajo** y las **necesidades formativas del personal investigador** (visítad los enlaces anteriores para completárlas, por favor).

Gracias a todos por vuestra colaboración.

Saludos



• Euraxess Platform: a global window for research (May 2024)

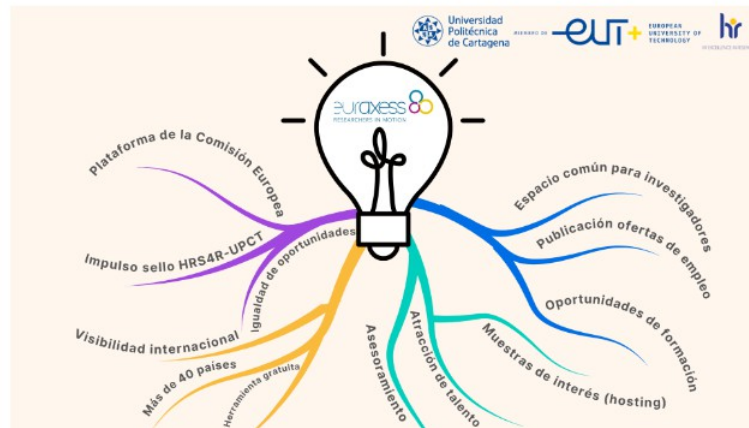


Estimados miembros de la Comunidad Universitaria:

Este mes de **mayo**, coincidiendo con la conmemoración del **Día de Europa**, queremos dar a conocer la plataforma **EURAXESS**, la herramienta gratuita apoyada por la **Comisión Europea** que ofrece **información** y **servicio de apoyo** a investigadores/as en toda Europa. Se trata de un recurso de utilidad para seguir afianzando la **Estrategia de Recursos Humanos para Investigadores (HRS4R)**, impulsada por nuestra Universidad.

Actualmente, siguiendo la medida **A10** del **Plan de Acción** del sello **HRS4R-UPCT**, estamos publicando nuestras **convocatorias de empleo** en EURAXESS. De esta manera, seguimos fomentando la **atracción de talento**, ya que estas ofertas de empleo pueden ser **consultadas en inglés** por investigadores de todo el planeta, de hecho, hay registrados profesionales de **más de 40 países**.

¿Qué servicios y beneficios ofrece EURAXESS?



EURAXESS cuenta con muchas posibilidades, no solo como herramienta para encontrar u ofrecer empleo, también como un recurso en el que las instituciones pueden publicar sus **expresiones de interés para atraer talento investigador** o, en definitiva, como un **espacio común** para todos los investigadores/as.

Os animamos a consultar las **posibilidades de la herramienta**: <https://euraxess.ec.europa.eu/>

Toda la información relacionada con la **Estrategia de Recursos Humanos en Investigación (HRS4R)** está disponible en la web <https://hrs-researcher.upct.es/>. Asimismo, os recordamos que estamos recopilando la visión de los profesionales de la UPCT, a través de las encuestas sobre las **condiciones de trabajo** y las **necesidades formativas del personal investigador** (os animo a completarlas, por favor).

Confío que sea de vuestro interés.

Atentamente

Catalina Egea Gilabert

Vicerectora de Investigación, Transferencia y Divulgación

www.upct.es



• UPCT Research Ethics Committee (June 2024)

Estimada Comunidad Universitaria:

Siguiendo con la campaña de difusión mensual de la **Estrategia de Recursos Humanos en Investigación (HRS4R)**, queremos informaros en esta ocasión sobre el **Comité de Ética en la investigación de la UPCT**, que es el órgano colegiado encargado de evaluar los aspectos éticos de la investigación llevada a cabo dentro de nuestra Universidad.

¿Cómo funciona el Comité de Ética en la Investigación de la UPCT?





Como detalla la anterior infografía, el Comité, cuenta con un [Reglamento](#) y un [Código de Buenas Prácticas en Investigación](#). Ambos documentos, que regulan el desarrollo de la investigación realizada por la UPCT, fueron aprobados por el Consejo de Gobierno de la Universidad.

Todas aquellas investigaciones que lo requieran (especificado en el Reglamento) deberán contar con el **dictamen favorable** del Comité. El proceso de solicitud se realiza a través de la [Sede Electrónica UPCT](#).

Recordad que toda la información relacionada con la **Estrategia de Recursos Humanos en Investigación (HRS4)** está disponible en la web <https://hrs-researcher.upct.es/>.

Confío que sea de vuestro interés.

Saludos

Catalina Egea Gilabert

Vicerrectora de Investigación, Transferencia y Divulgación

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