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Jubilee Office

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## **Profile texts and messages for communication managers and employees who want to describe Lund University's 350th anniversary**

This document contains a short and a long general text describing Lund University's 350th anniversary and the overall message. These texts are meant to be used as support when describing the anniversary and can be used in full text or altered in order to customise for specific target groups.

### **Short text**

Lund University is turning 350 years which is something to celebrate! The anniversary will take place from 19 December, 2016 until 28 January, 2018. The dates reflect the founding and inauguration of the university.

We invite students, employees, alumni and friends of the university as well as partners, citizens of Lund and Scania and others interested to take part in the jubilee. The jubilee program offers events such as concerts, exhibitions and cultural activities to scientific theme weeks on issues of concern, publication of jubilee books and festivities.

Do you want to know more? Please visit us at [lunduniversity.lu.se/350](http://lunduniversity.lu.se/350)

Welcome!

### **Long text**

Lund University is turning 350 years which is something to celebrate! The anniversary will take place from 19 December, 2016 until 28 January, 2018. The dates reflect the founding and inauguration of the university.

For almost 350 years we have been a powerful institution in education, research and community building which enabled us to put our mark on Lund, the region and the nation. Lund University is consistently ranked among the top 100 universities in the world and attracts students and researchers from all continents. By celebrating our 350th anniversary, we want to collectively show the education, research and other activities performed at the university. With a history that includes innovations in fields such as medicine, engineering, arts and culture, the anniversary will be an inspiration for further innovation of our operations and contact with the business sector by looking forward and developing the university.

Especially for the anniversary we extend our activities and present a program which includes events such as concerts, exhibitions and cultural activities, scientific theme weeks on issues of concern, publication of jubilee books and festivities. The anniversary will at a classical Lundian manner be characterized by both gravity and humour, lightness and weight.

We will celebrate at the entire university; in Lund, Malmö and Helsingborg. We welcome staff, students, alumni and friends of Lund University to participate in the anniversary and we also invite partners, citizens of Lund and Scania and others interested.

Do you want to know more? Please visit us at [lunduniversity.lu.se/350](http://lunduniversity.lu.se/350)

Welcome!

### **Main messages**

The profile texts above can be customised to specific target groups and the following paragraph contains the core messages around the anniversary that we want to focus on. These can be helpful in the design of targeted texts.

- The entire university is celebrating, both staff and students! We also invite friends of the university, partners and others interested to most of the anniversary arrangements.

- We are celebrating for 13 months, from 19 December, 2016 to 28 January, 2018. The dates reflect the founding and inauguration of the university (19 December, 1666 and 28 January, 1668).\*

- The purpose of the anniversary is to collectively show our business while we put extra spotlight on the university by being a forum for open dialogue about issues of concern.

- The anniversary will be celebrated throughout the university; both in Lund, Malmö and Helsingborg!

- Many things are happening during the anniversary and the program includes festivities, scientific theme weeks on issues of concern, cultural activities and specially designed exhibitions, publication of jubilee books and much more.

- More information about the anniversary can be found on [lunduniversity.lu.se/350](http://lunduniversity.lu.se/350). The anniversary program will be released in the autumn of 2016.

- Along with the anniversary the university runs the donation campaign "For a better world" in order to attract capital to our strong research areas. For more information, see [www.givetolunduniversity.lu.se](http://www.givetolunduniversity.lu.se).

*An example of a target customised message to students can be:*

*From 19 December, 2016 to 28 January, 2018, Lund University will celebrate its 350th anniversary. During the anniversary students can take part in a special jubilee program containing popular scientific lectures, concerts, exhibitions, cultural activities and festivities. We welcome you to celebrate with us!*

\* **Trivia:** Former anniversaries have been celebrated counted from the inaugural year in 1668, and the latest anniversary was the 300th anniversary in 1968. However, since a couple of decades the founding year 1666 has been a part of the university seal, which is why many today associate the university's start with that year. As a compromise, the 350th anniversary is celebrated so that there is both one year ending in 6 and one ending in 8 during the celebration. One could then argue that the main part of the anniversary will be celebrated in 2017, a year that 350 years ago was not so eventful for the university, but that is not entirely true. It can be seen in the university's oldest entry roll that the first student is enrolled on 17 April, 1667, i.e. nine months before the university opened. The fact that the inauguration was delayed was due to that the preparations in Stockholm took more time than expected. One were, among other things, finalizing the insignia and the university and the faculty seal, as well as hats and caps to the professors. The day of the inauguration was then chosed since 28 January, the Karl-day, was the kings name day.