



Erasmus+ 2021-2027: how to communicate your project and disseminate its results

A photograph of a blue European Union flag with twelve gold stars, held up by two hands. The flag is waving in the wind against a background of green trees. The image occupies the bottom half of the slide.

Angelo Strano – Jessica Mariani
Directorate General Education, Youth, Sport & Culture

Erasmus+ 2021 - 2027: a new communication strategy

Strategic positioning

Visual identity

Outreach approach



Erasmus+

Enriching lives, opening minds.

Strategic positioning

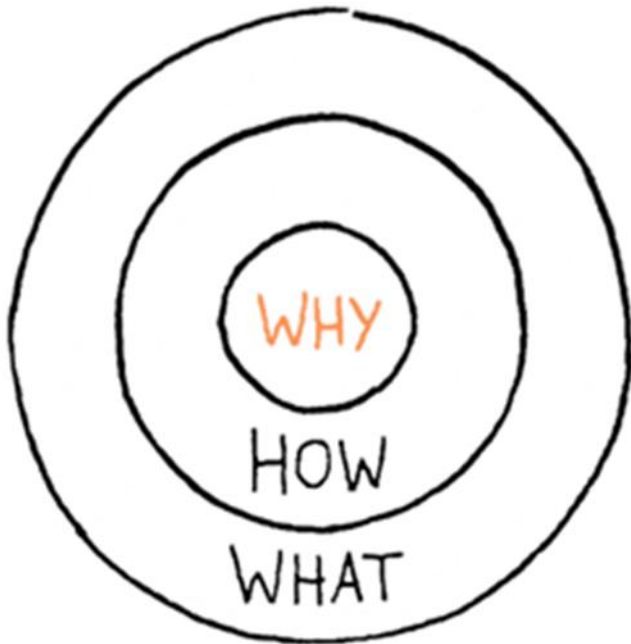
Objectives

Target audiences

Messages

Tone of voice

Strategic positioning



Why does the programme matter?

Erasmus+ believes we **all** have the potential to evolve. It makes us better equipped to build a more inclusive and open European society.

How is the programme special?

Mobility and cooperation projects, **blended** mobility, digital tools, virtual learning, inclusive opportunities, greener travel.

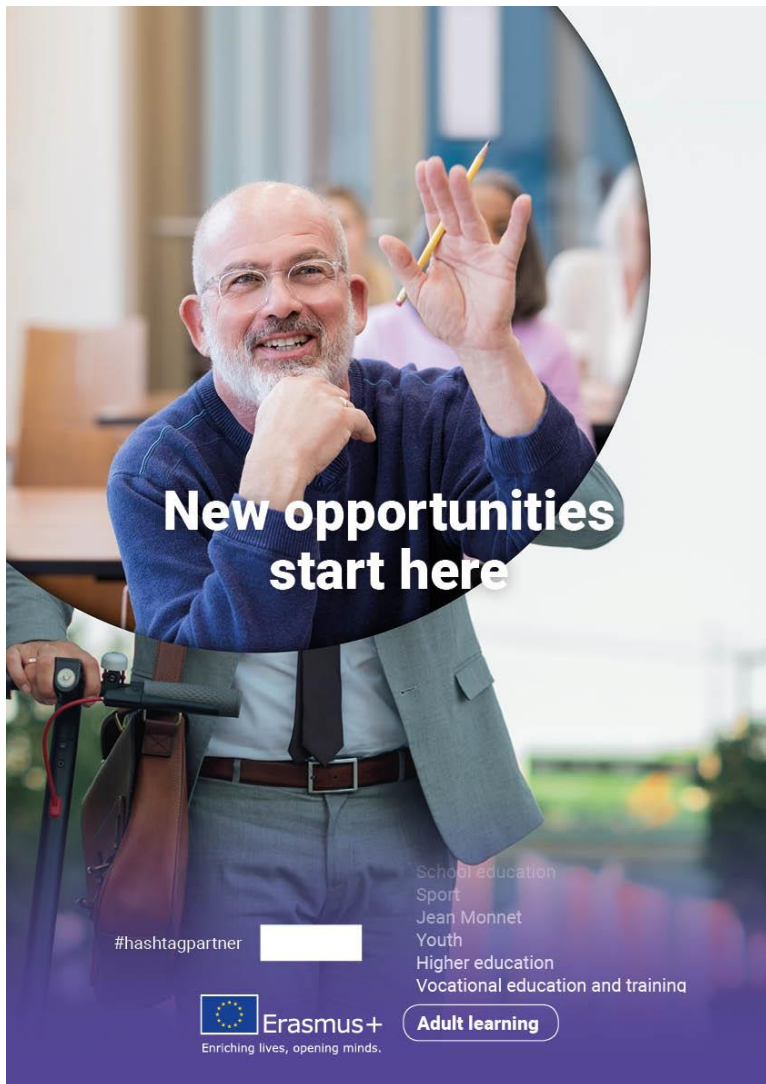
What does the programme offer?

A **variety** of educational and apprentice experiences for different age ranks, from school pupils to adults.



*The powerful **learning** experience that will enable **everybody** to develop*


Visual identity



New opportunities start here

#hashtagpartner

School education
Sport
Jean Monnet
Youth
Higher education
Vocational education and training

 **Erasmus+**
Enriching lives, opening minds.


Adult learning



Action starts here

#hashtagpartner

Higher education
Vocational education and training
Adult learning
School education
Sport
Jean Monnet

 **Erasmus+**
Enriching lives, opening minds.

Youth



Active living for everyone starts here

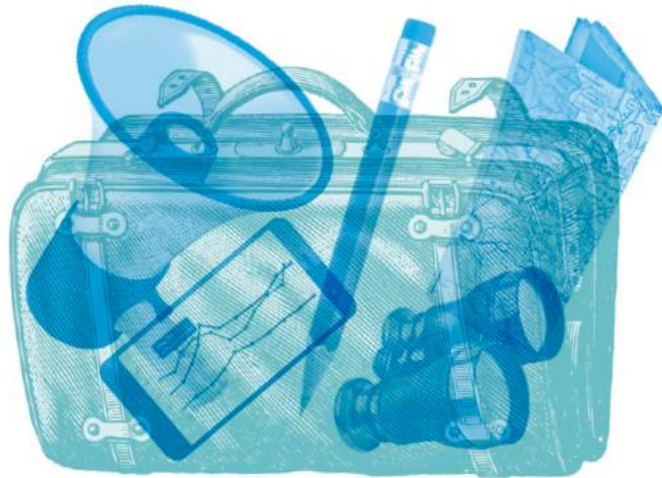
#hashtagpartner

Higher education
Vocational education and training
Adult learning
School education

 **Erasmus+**
Enriching lives, opening minds.

Sport

Why communicate?



#CommsJourney

- **engage** with your stakeholders
- show the **impact** of your project and its results on society
- expand your **network** for future collaborations
- raise citizens' **awareness** of how the EU budget is spent
- show the **success** of European Programmes

How to communicate your project



#CommsJourney

Think of your project as:

- a **journey** to embark on
- a **story** to tell
- a **memory** to share



The two words information and communication are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.

S.Harris - journalist

5 steps - project's communication



#CommsJourney

Plan

your #CommsJourney



Visualise

your project



Write

your project stories



Share

your project results





Evaluate

your #CommsJourney



DOs & DON'Ts

	
Visuals/content: use diverse and real examples in communication.	Avoid stock imagery or similar examples when possible.
Put people and their experiences (individuals or organisations) first.	Policies enable human experiences; they are not the central point in communication.
Adapt messages, tools and channels to the target audiences.	Avoid a ' one size fits all ' approach for content.

Visual guidelines

Co-funded by
the European Union



The guide on the use of the EU emblem for EU programmes online:
https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en#documents

Grant agreement

Erasmus+ Project Results Platform (E+ PRP)



Public **transparency** and **dissemination** platform for all projects funded under Erasmus+



Project information searchable by **key action, year, topic, country and coordinator/partners**



Almost **180.000** projects available



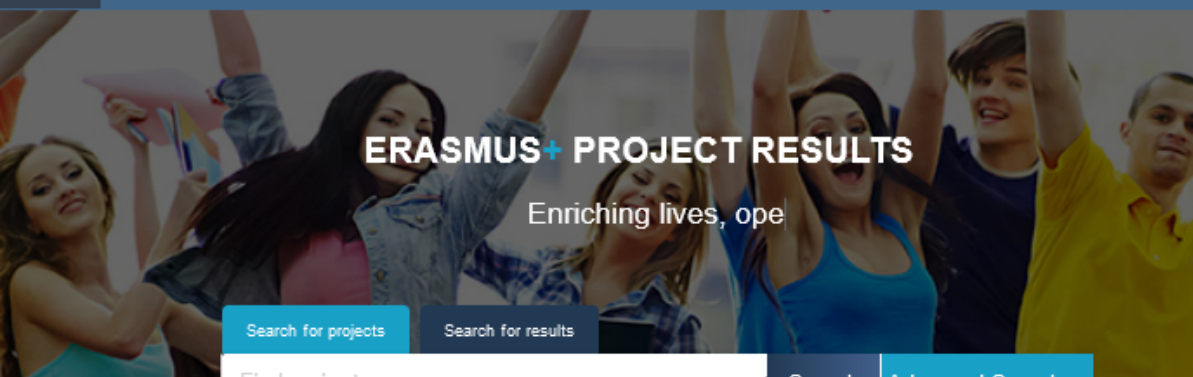
Good practice examples to showcase impact and inspire beneficiaries



Factsheets and **videos** available for some exemplary projects

Erasmus+

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ERASMUS+ PROJECT RESULTS

Enriching lives, opening...

Search for projects

Search for results

Find projects...

Search

Advanced Search

 SAVE SEARCH

178134 PROJECTS

Download list as Excel (max. 1000 lines)

List

Map

Project Title	Description	Topics	Start Year	Countries	
WOMEN AS SPIRITUS MOVENS TOWARDS EQUALITY IN THE EUROPEAN CITIZENSHIP	The project "Women as Spiritus Movens towards equality in the European citizenship" has far exceeded our expectations. It has been recognized in Spain as an example of perfect transition from Come...	Key Competences (incl. mathematics and literacy) - basic skills; EU Citizenship, EU awareness and Democracy; Gender equality / equal opportunities	2014		<input type="button" value="ADD TO B"/>

SUCCESS STORY

GOOD PRACTICE

SME and Higher Education Institutes in Innovation Partnerships

7 Participating countries:

SUCCESS STORY

VIEW PROJECT MAP

DOWNLOAD AS PDF

GOOD PRACTICE EXAMPLE

Start: 01-12-2014 - End: 30-11-2016

Project Reference: 554187-EPP-1-2014-1-IE-EPPKA2-KA

EU Grant: 563362 EUR

Programme: Erasmus+

Key Action: Cooperation for innovation and the exchange of good practices

Action Type: Knowledge Alliances for higher education

Enterprise, Industry and SMEs (incl. entrepreneurship)

Quality and Relevance of Higher Education in Partner Countries

Research and Innovation

Summary

SME and Higher Education Institutes in Innovation Partnerships (SHIP) will strengthen the knowledge triangle, building sustainable collaborative relationships between universities, SMEs and innovation support organizations. It responds to the problem of increasing fragmentation in the field of innovation promotion, especially the dislocation between those who generate knowledge that could spur innovation (HEIs), and those who can translate that knowledge into marketable strategies and use it to produce economic growth (SMEs). Since the SME sector accounts for 99% of all businesses, provides two thirds of private sector jobs and contributes more than half of the total value-added created by businesses in the EU, the implementation of greater innovation in SMEs in an effective and cost-efficient way is vital to fulfilling not only Europe's economic objectives, but also those of a more equal and productive society with higher social and economic integration. To achieve its goals, the project entails:

- Development of 4 Territorial Innovation Alliances involving 70+ stakeholders in 5 countries (Ireland + UK, Germany, Spain, Romania)
- The development, piloting, publishing and promotion of open access, digital learning resource for European SMEs, training them in the specific skills needed for engaging in innovation transfer with HEIs and Horizon 2020 projects
- The development, piloting, publishing and promotion of a multimedia Comparative Study and Case Study Guide for Innovation Transfer presenting effective and cost effective solutions for transmitting HEI research to SME context
- The project will consolidate cooperation as a key feature of the knowledge economy, reshaping traditional roles by multiplying outlets for HEIs to generate direct economic impact from their work, and breaking down barriers so that SMEs of all shapes and sizes can actively implement academic-based innovation to boost their own competitiveness, and that of the wider



THE INNOVATION ALLIANCE

Coordinator

LOUTH COUNTY COUNCIL

 MILLENNIUM CENTRE ALPHONUS ROAD
DUNDALK

Extra-Regio NUTS 3

Organisation type: Local Public body

Sarah MALLON

sarah.mallon@leo.louthco.co.ie

Partners

- MEERMAN ARNO - THE UNIVERSITY INDUSTRY INNOVATION NETWORK MEERMAN ADVIES EN ONTWIKKELING**
- UNIVERSITATEA POLITEHNICA DIN BUCURESTI PIETRI JOSE ANTONIO**
- UNIVATIONS GMBH**
- CANICE CONSULTING LIMITED**
- UNIVERSITAT POLITECNICA DE VALENCIA**
- NEWRY AND MOURNE CO-OPERATIVE LTD**
- MEATH COUNTY COUNCIL**

Back-office – beneficiary dashboard

Upload project logo and website link

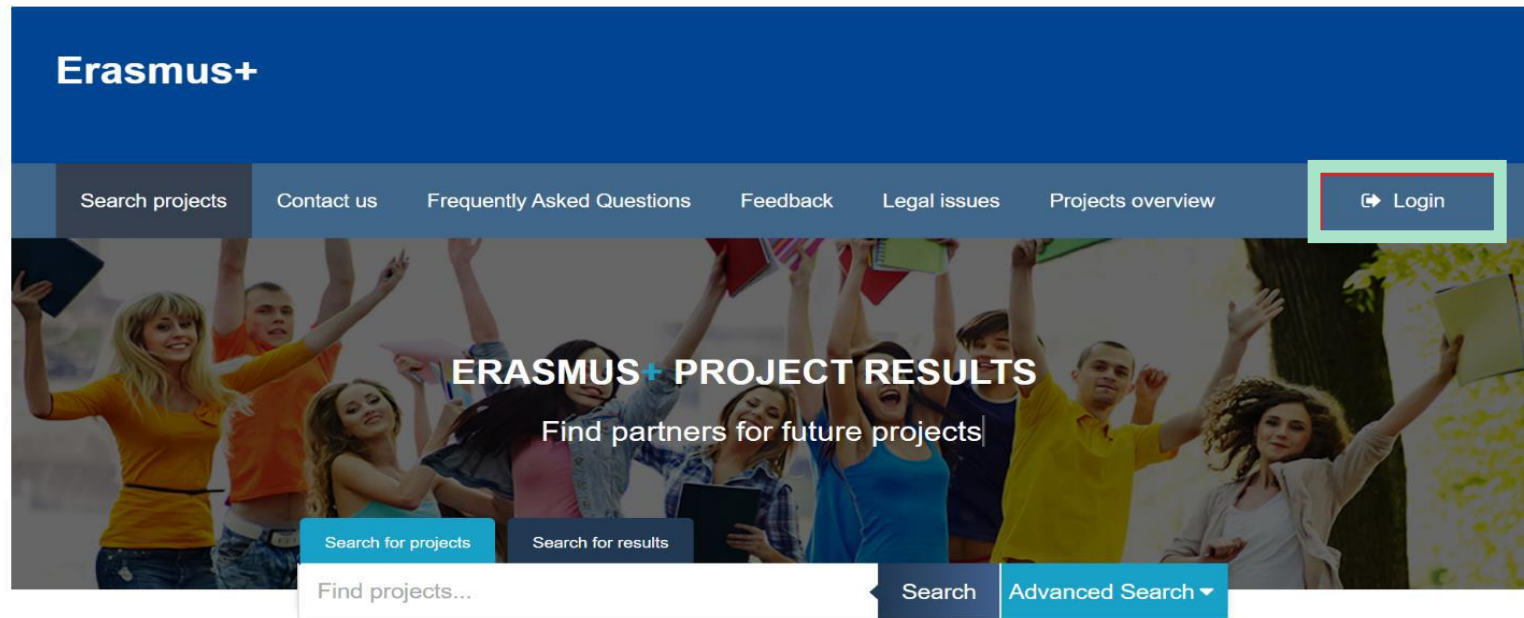
Upload project results (validated by project officer)

Obligation for KA2 – recommended for KA3 projects

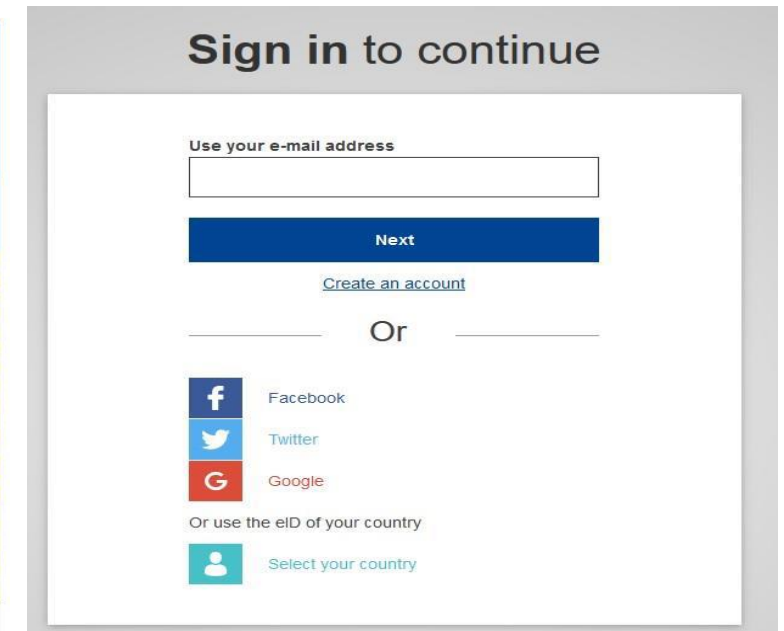
During the lifetime of the project, results remain unpublished. They will become public after the approval by a Project Officer and finalisation of project (final payment approval)

Login to the Dashboard via EU Login

Step 1



Step 2




Only one person is identified as the contact person of the project
In order to request access for colleagues or partners, please contact [E+ PRP](#)
Make sure that no other application using EU Login is open and running when you sign in

Beneficiary's Dashboard

Edit project































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 Erasmus+ Beneficiary's Dashboard

Project List Filter by Project Number or Title :

My Projects

Identifier	Title	Status	Key Action	Action Type	
2015-1-PL01-KA204-1464601713784	Project Sample 2015-1-PL01-KA204-1464601713784 for the National Agency: PL01 with ActionType: KA204	Modifications required	Cooperation for innovation and the exchange of good practices	Strategic Partnerships for adult education	  
2015-1-PL01-KA101-1464601694151	Project Sample 2015-1-PL01-KA101-1464601694151 for the National Agency: PL01 with ActionType: KA101	Open for uploading results	Learning Mobility of Individuals	School education staff mobility	  
2015-1-PL01-KA102-1464601696020	Project Sample 2015-1-PL01-KA102-1464601696020 for the National Agency: PL01 with ActionType: KA102	Open for uploading results	Learning Mobility of Individuals	VET learner and staff mobility	  
2015-1-PL01-KA104-1464601699745	Project Sample 2015-1-PL01-KA104-1464601699745 for the National Agency: PL01 with ActionType: KA104	Open for uploading results	Learning Mobility of Individuals	Adult education staff mobility	  
2015-1-PL01-KA347-1464601721279	Project Sample 2015-1-PL01-KA347-1464601721279 for the National Agency: PL01 with ActionType: KA347	Available for submission after all results uploaded	Support for policy reform	Dialogue between young people and policy makers	  
2015-1-PL01-KA202-1464601710962	Project Sample 2015-1-PL01-KA202-1464601710962 for the National Agency: PL01 with ActionType: KA202	Open for uploading results	Cooperation for innovation and the exchange of good practices	Strategic Partnerships for vocational education and training	  
2015-1-PL01-KA219-1464601719408	Project Sample 2015-1-PL01-KA219-1464601719408 for the National Agency: PL01 with ActionType: KA219	Available for submission after all results uploaded	Cooperation for innovation and the exchange of good practices	Strategic Partnerships for Schools Only	  
2015-1-PL01-KA204-1464601714717	Project Sample 2015-1-PL01-KA204-1464601714717 for the National Agency: PL01 with ActionType: KA204	Open for uploading results	Cooperation for innovation and the exchange of good practices	Strategic Partnerships for adult education	  
2015-1-PL01-KA219-1464601720343	Project Sample 2015-1-PL01-KA219-1464601720343 for the National Agency: PL01 with ActionType: KA219	Open for uploading results	Cooperation for innovation and the exchange of good practices	Strategic Partnerships for Schools Only	  
2015-1-PL01-KA106-1464601703481	Project Sample 2015-1-PL01-KA106-1464601703481 for the National Agency: PL01 with ActionType: KA106	Open for uploading results	Learning Mobility of Individuals	Large-scale EVS events	  

< prev 1 2 3 next > for 30 project(s)

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Share the results



Thank you



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