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

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Erasmus+ 2021 - 2027: a new communication strategy

Strategic positioning

Visual identity

Outreach approach
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
Why communicate?

• **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

Think of your project as:

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

#CommsJourney
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

Plan your #CommsJourney

Visualise your project

Write your project stories

Share your project results

Evaluate your #CommsJourney
## DOs & DON’Ts

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<td><strong>Visually/content:</strong> use diverse and <strong>real</strong> examples in communication.</td>
<td>Avoid <strong>stock imagery</strong> or similar examples when possible.</td>
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<td>Put <strong>people</strong> and their <strong>experiences</strong> (individuals or organisations) first.</td>
<td><strong>Policies</strong> enable human experiences; they are not the central point in communication.</td>
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<td><strong>Adapt</strong> messages, tools and channels to the target audiences.</td>
<td>Avoid a ‘<strong>one size fits all’</strong> approach for content.</td>
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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
SME and Higher Education Institutes in Innovation Partnerships

7 Participating countries:

Search
Contact/Support
Priorities 2019-2021
Projects overview
Manage my projects
My Search

SUCCESS STORY
VIEW PROJECT MAP
DOWNLOAD AS PDF

GOOD PRACTICE EXAMPLE

Start: 01/12/2014 - End: 30/11/2016
Project Reference: 58487-PPP-1-2014-1-IE-EPPV2-KA
EU Grant: 153 582 EUR

Programme: Erasmus+
Key Action: Cooperation for Innovation and the exchange of good practices
Action Type: Knowledge Alliance for Higher education

Enterprise, industry and SMEs (incl. entrepreneurship)
Quality and Relevance of Higher Education in Partner Countries
Research and Innovation

Coordinator

LOUTH COUNTY COUNCIL
WILLOWS, IN CENTRE ALPHONUS ROAD, DUNDALK.
Extra-RegNo: NUTE 5
Organisation type: Local Public body
Sarah MALLON
samm.mallon@lco.louth.ie

Partners

HEERMAN ARNO - THE UNIVERSITY INDUSTRY INNOVATION NETWORK MEIERHAN ADVICES IN ENTWICKLUNG
UNIVERSITATEA POLITEHNICA DIN BUCURESTI
PIETROJO SE ANTONIO
UNIVATIONS GMBH
CANTICE CONSULTING LIMITED
UNIVERSITAT POLITECNICA DE VALÈNCIA
NEWY AND MOURNE COOPERATIVE LTD
HEATH COUNTY COUNCIL

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 89% of all businesses, provides two thirds of private sector jobs and contributes more than a third of the total value added created by businesses in the EU, the implementation of greater innovation in SMEs is an effective and cost-efficient way to further 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 resources 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 transferring HEI research to SMEs. The project will consolidate cooperation as a key feature of the knowledge economy, matching traditional roles by multiplying outlets for HEIs to generate direct economic benefit from their work and breaking down barriers so that SMEs of all shapes and sizes can access innovative knowledge and experience innovation to boost their own competitiveness.

178134 PROJECTS

Download list as Excel (max. 1000 lines)

List
Map

Project Title
PROJECT RESULTS
Enriching lives, ope

Topics
Start Year
Countries

WOMEN AS SPIRITUAL MOWENS TOWARDS EQUALITY IN THE EUROPEAN CITIZENSHIP

Download list as Excel (max. 1000 lines)
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
- Manage my personal data
Help and support

Check the Frequently Asked Questions

"Contact us“ via the online form
Thank you