WHAT IS EXPECTED?

RULES

FUNDING

COMMUNICATING IN YOUR ERASMUS+ PROJECT: WHY?

✓ Highlight the work achieved

✓ Raise the profile of your organisation

✓ Create new opportunities & partnerships

✓ Share solutions, inspire others & extend the impact

✓ Influence policies & practices, contribute to EU policy

KEY CONCEPTS

Communication

Information & promotion activities to raise awareness and enhance the visibility of the *project's activities* in addition to the dissemination and exploitation of the *project results*.

Dissemination & exploitation of results: crucial part of communication activities

Dissemination: providing information on the results, since project begins
Exploitation of results: transferring results to appropriate decision-makers, convincing end-users to apply the results

→ Planning an overall strategy

Erasmus+ æf

COMMUNICATING IN ERASMUS+

What is expected?

To whom

What

How

When

Follow-up

Erasmus+

TO WHOM

✓ In your own field: learners/students, colleagues, peers, local authorities, similar organisations, networks

✓ At local, regional, national, European levels

✓ Decision makers

✓ General public

WHAT

Concrete results

- An approach to solve a problem

- A practical tool: handbooks, curricula, e-learning tools

- Research reports, studies

- Good practices guides, case studies

- Evaluation reports

- Recognition certificates

Skills and personal experiences

- Experience gained by participants

- Increased skills

- Improved cultural awareness

- Better language skills

→ Use of interviews, questionnaires, tests, observations, self-assessments mechanisms, final reports

Erasmus+   æf

Encourage participants to **share**

Face-to-face meetings: information sessions, courses, online seminars, exhibitions, public events

Targeted **written** material: reports, articles in specialised press, newsletters, press releases, leaflets

European **platforms**: Erasmus+ Project Results Platform, eTwinning, School Education Gateway, EPALE

HOW

Translation of communication materials & project outputs

Audiovisual media: radio, TV, Youtube, video clips, podcasts

Internet: websites, social media

Logos

Erasmus+   aef

WHEN

→ *Integral part of the Erasmus+'s project*

Before: define realistic targets & deadlines of communication activities, share tasks & allocate appropriate resource, identify potential target groups

During the project: contact relevant media, organise regular dissemination activities, involve stakeholders, update the Erasmus+ Project Platform

At the end: upload the project results in the Erasmus+ Project Platform

After the project: continue dissemination, evaluate achievements, contact policy-makers, develop ideas and cooperation

Erasmus+

FOLLOW-UP OF COMMUNICATION ACTIVITIES

➢ Figures related to the website: visits, updates

➢ Number of meetings with stakeholders

➢ Number of participants in information sessions

➢ Circulation of products realised

➢ Media coverage

➢ Visibility in the social media

➢ Participation in public events

➢ Link with existing networks

➢ Impact on policy measures

Erasmus+ æf

COMMUNICATING IN ERASMUS+

Rules

AWARD CRITERIA

In the application form/final report: "Impact & Dissemination" 30/100

<u>Item "Quality of the dissemination activities"</u>

✓ Within & outside the participating organisations

✓ Clear description of methods & channels

✓ Specific & adequate resources are allocated

✓ Targets are identified, including policy-makers

✓ Transfer of the competences acquired during the mobility (staff mobility)

✓ Use of the European platforms for dissemination

Proportionality
Assessment depends on the kind of project:
size, key action, results

Erasmus+ æf

VISIBILITY OF THE EU & ERASMUS+ PROGRAMME

➢ All communication & promotional material must:
-use the EU emblem
-use the name of the European Union spelled out in full
-indicate that the project has received funding from the Union

Co-funded by the
Erasmus+ Programme
of the European Union

➢ Publications must indicate that they "*reflect only the author's view and that the EU is not responsible for any use that may be made of the information they contain*"

Erasmus+ æf

ERASMUS+ PROJECT RESULTS PLATFORM

WHAT

- Overview of Erasmus+ projects

- Uploaded project results

- Highligt of good practices

WHY

- Give visibility to your project & share your results

- Find inspiration & partners for projects

- Transparency: access to results

FOR WHOM

- KA1: strongly recommended

- KA2: compulsory, coordinator's responsibility, condition for approval of the final report

WHEN

- After grant agreement signature: update your project information

- A the end: upload your project's results

➔ *!!!! Clear summary & uploading of project results*

COMMUNICATING IN ERASMUS+

Funding

FUNDING AVAILABLE FOR COMMUNICATION ACTIVITIES

KEY ACTION 1
ORGANISATIONAL SUPPORT Costs directly linked to the implementation of mobility activities, *including dissemination activities*
Up to 100th participants: 350 €/participant, then: 200 €/participant

KEY ACTION 2		
PROJECT MANAGEMENT Includes information and dissemination activities: leaflets, web information	**MULTIPLIER EVENTS** Conferences to disseminate the intellectual outputs	**EXCEPTIONAL COSTS** Contribution to subcontracting or purchase of goods & services: translations
Coordinator: 500 €/month, partner: 250€/month Maximum 2.750 €/month	100 € per local participant Maximum 30.000 €/project	Real costs, 75% of eligible costs Maximum of 50.000€/project

USEFUL LINKS

➢ Programme Guide, Annex II Dissemination and exploitation of results
https://ec.europa.eu/programmes/erasmus-plus/resources/programme-guide_en

➢ Visual identity and logos – EACEA
http://eacea.ec.europa.eu/about-eacea/visual-identity_en

➢ Erasmus Project Results Platform
https://ec.europa.eu/programmes/erasmus-plus/projects/

➢ AEF-Europe's Communication toolbox (FR)
http://www.erasmusplus-fr.be/

➢ ErasmusDays, 10,11 & 12th of October