**Erasmus+
Capacity Building
in the field of Higher
Education**

**Communication,
dissemination and
visibility**

**How to promote your
project and its results?**

Grant Holders' Meeting Brussels, 27-28 January 2020

Communicating about your project

Tell your story.
Make an impact.

The communication journey

1. Plan → *Set your communication strategy*

2. Make it visible → *Define your visual identity*

3. Create content → *Tell and promote your story*

4. Share → *Disseminate your results*

5. Evaluate → *Measure your impact*

1. Communication and dissemination strategy – key steps

Involve all project participants
Identify target audience/groups
Identify your objectives
Define activities and channels
Agree on roles and responsibilities

Monitor implementation and adjust if needed

Evaluate your impact

2. Visual identity – requirements

LOGO

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

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Logo

The European Union emblem (flag) must be used and the name of the European Union

displayed in full.

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

❑ Equipment
❑ Dissemination material
❑ Official publications & studies
❑ Website & social media accounts

Please check
Visual identity page
Basic rules and Graphic Design user Guide

It is a MUST!

The Agency may apply a 20% reduction of the grant initially provided for (Article II.7)

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…added to the inner pages of the **publications** and **studies** written with support from the European Commission!

Why is your visual identity important?

Step 1 – My project stands for…

Step 2 – Strategize!

Step 3 – Design your logo (Dos & Don'ts)

Step 4 – Go visual

        - Colour and Font

        - Visual Template

…and **be consistent** & contact **communication and graphic experts**!

3. Create content – attractive and accessible and user-friendly website

Do we need one? (or use existing websites?)

Easy to find on search engines

Accessibility – reduce files

Data protection & copyrights

Update the information!

Analyse the results and follow up!

3. Create content - Some social media tips

Which platforms? Depends on your objectives/target:
- Stakeholders, politicians → Twitter
- Visual content, young audience → Instagram
- Longer format videos, storytelling → Facebook

Which channel? Better build on an existing account and/or hashtag than create one
Visuals are key. People engage more with posts with visual content. Make sure you have consent/rights for images/videos!

Hashtags: Key to getting your message across. Consider establishing a project hashtag and use it consistently.

...and don't forget to tag @EUerasmusplus !

4. Share your results – Project stories

Erasmus+ ✔
@EUErasmusPlus

3 migrant women, 3 stories of integration in 🇮🇹 🇵🇹 & 🇪🇸.

The #ErasmusPlus project "Growing together" enabled Zahra, Chahrazede & Quahiba to improve their lives through learning and civic education.

Watch their stories ↓#MigrantsDay
More: ec.europa.eu/programmes/era...

ZAHRA BOUTKHAMOUINE
MOROCCO

My name is Zahra, I am from Morocco and I have been living here for 15, almost 16 years.

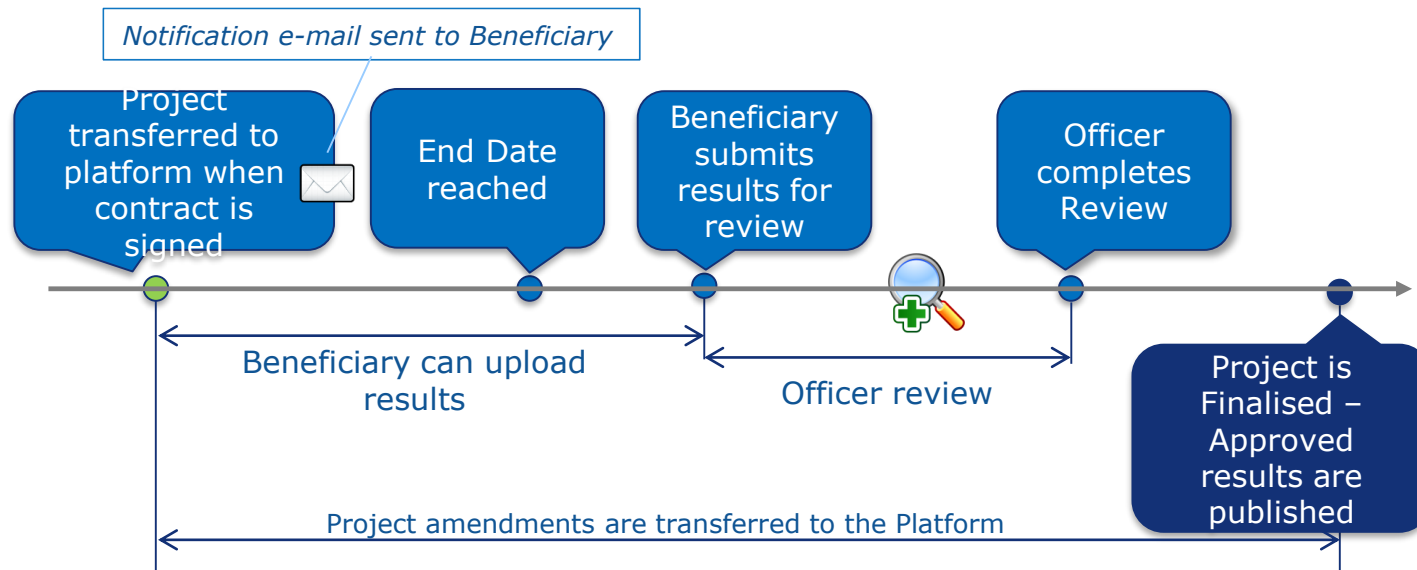2:45   1.3K views

9:00 AM · Dec 18, 2019 · Twitter Media Studio

4. Share your results - The Erasmus+ Project Results Platform

Online tool providing an overview of more than **150.000 projects** funded by Erasmus+ (and predecessor programmes) which is updated in real-time:

- **Project description**, **contact information**, **results (**for finalised projects)
- **Good practices**: inspirational projects for policy makers, potential applicants and other stakeholders
- **Search by Key Action, topic, date, country.**
- **Search by organisation**
- **Search results by category and type**

https://ec.europa.eu/programmes/erasmus-plus/projects_en

Erasmus+ Project Results Platform: Lifecycle of the project

Notification e-mail sent to Beneficiary

Project transferred to platform when contract is signed

End Date reached

Beneficiary submits results for review

Officer completes Review

Project is Finalised – Approved results are published

Beneficiary can upload results

Officer review

Project amendments are transferred to the Platform

ERASMUS+ PROJECT RESULTS

Share the results of you

| Search for projects | Search for results |

Find projects...   Search   ☰

×Erasmus+   ×KA2: Cooperation for innovation and the exchange of good practices   ×KA211: Capacity Building in higher education

725 PROJECTS

Download list as Excel 🗎 (max. 1000 lines) ⓘ

| List | Map |

Project Title	Description	Topics	Start Year	Countries
Enhancing Competences of Sustainable Waste Management in Russian and Kazakh HEIs	The main aim of the project is to modernize, improve accessibility and internationalize the higher education in Physical sciences and Environmental protection in Kazakhstan and in Russia. To achie...		2017	🇫🇮 🇷🇺 🇰🇿 🇪🇸 🇩🇰 ⊕ ADD TO BOOKLET
Developing Gerontological Nursing Education in China through Multidisciplinary Innovations	GeNEdu project aims to renew nursing curricula through building capacities of the Chinese HEIs to develop gerontological nursing education for future health care professionals to meet the needs		2019	🇫🇮 🇪🇪 🇨🇳 🇳🇱 ⊕ ADD TO BOOKLET

European Commission > Erasmus+ > Erasmus+ project results > Frequently Asked Questions >

Erasmus+

| Search projects | Login | Contact us | **Frequently Asked Questions** | Feedback | Legal issues | Projects overview |

What is the Erasmus+ Project Results Platform?

What is the purpose of the Erasmus+ Project Results Platform?

Which projects are included in the Erasmus+ Project Results Platform?

Which desktop web browsers are supported?

Do I need to register to access the information available on the Erasmus+ Project Results Platform?

How often is the Erasmus+ Project Results Platform updated?

In what languages is the Erasmus+ Project Results Platform being offered?

How do I find a particular project?

5.Evaluation of communication activities - some tips

Use SMART indicators (Specific, Measurable, Achievable, Relevant, Time-bound)

Measure outputs, outcomes and impact

Have realistic expectations!

Use free tools available

Share your lessons learned