



How to communicate your project

Communication guidelines for project beneficiaries



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Why communicate about your project?



- show the **impact** of your projects and its results
- **engage** with stakeholders and multipliers
- expand your **network** for future collaborations
- raise citizens' **awareness** of what the EU does
- show the **success** of Erasmus+

Beneficiaries shall:

1. ensure the visibility of EU funding, promoting project actions and results,
2. provide information to multiple audiences, i.e. media and general public.

(art.25 Erasmus+ legal base)

Where do you start?

Think of your project as:

- a **journey** to make
- a **story** to tell
- an **experience** to share



Five steps to communicate your project



How to communicate
YOUR PROJECT



#CommsJourney

Tell your story.
Make an impact.

Plan

your #CommsJourney

Visualise

your project

Write

your project stories

Share

your project results

Evaluate

your #CommsJourney

Plan

your #CommsJourney



**The milestones of
a communication strategy are:**

1. your communication objectives
2. your target audience(s)
3. your key message(s)
4. your activities and channels
5. communication performance indicators

*The **planning phase** is at the heart of successful communication!*

Plan your #CommsJourney

Develop your communication strategy

Your Project #CommsJourney will start with a **communication strategy**, which will be your **travel guide** and reference during the whole journey. Take the strategy you have presented in your application and develop it further.


A communication strategy defines your objectives (why you want to do it), target audiences (for whom?), messages (what you want to say), channels (how you want to say it) and actions (what you want to do).

It considers the context of the **programme** where the project sits and helps you identify the **time** and **resources** you need to communicate your project.

Write your communication plan

Once your strategy is in place, break it into a communication plan. Alongside your strategy, your plan must be **specific, time-based** and developed at the beginning of each year. While your strategy tells you "what to do", your plan focuses on "**how to do it**".



→ ACTION	CHANNEL 
Web or news articles	website , social media platforms
Social media posts	Facebook, Twitter, Instagram, etc.
Newsletters	direct e-mails, website
Press releases	direct e-mails, news distribution services
Videos	website, Youtube channel, social media platforms
Publications (leaflets, brochures)	website, events
Events	website, social media platforms



A communication plan is your **roadmap** to organize your communication work according to your time, needs and resources. Invest time on it to take **effective** decisions and reach your objectives.

Visualise your project



Display the EU emblem

Show that "you are doing this thanks to the EU"! Beneficiaries of EU funds must use the European emblem in their communications to **acknowledge the support** received by the European Union. Have a look at the [corporate guidelines](#) issued by the European Commission and check the rules to follow.

Displaying the EU emblem raises awareness among EU citizens of how the EU budget is being spent and shows the added value of EU Programmes. Remember that the use of the EU emblem is **mandatory** and constitutes a requirement listed in the grant agreement signed by the beneficiary.

Create your visual identity

A visual identity includes all **visual elements** (i.e.: logo, font, images) that can be associated with your project. It reflects your communication strategy, the context of the Programme and underpins all your communication activities.

A visual identity represents who you are and lets you be easily recognised by your target audience. It visualises your **values** and has an **impact** on how the project is perceived. Your visual identity will be used for:

Comply with the corporate EC visibility rules



Co-funded by the European Union



- your project website
- digital material
(Power-Point presentations, documents, e-mail signature...)
- printed material (posters, brochures...) – wherever possible, adopt a paper-free approach
- social media accounts
- promotional material (mugs, pens, t-shirts...)*

Write

your project stories



Tell others about your project from day one!

Document your journey and turn your destination into a compelling read! Let your target audience know what you are up to: from your project goals and partners' roles to activities or outputs, your project stories can inspire the public, policymakers and organisations that are active in your field.



Storytelling is making everyone feel something about your projects!

(Lars Duursma)

Information

Storytelling

The project consortium is composed by the following project partners:....

Meet our project partners!

We will introduce you with them on a monthly basis – Today we will start with our project coordinator, Mrs..

Write your project stories



Create your content strategy

With this overview in mind, gather your team and discuss **which content format** would serve your purposes.

When preparing your content, think first **who you are writing for**.

This will determine:

- the **content type**:
a news article, a blog post, a web page, a social media post.
- the **tone of voice**:
it is not what you say, but **how** you say it. This includes not only the words you choose, but their order, rhythm and pace.
- the **channel** to use:
website, social media, radio, press, podcasts.

Content formats

	Web content	News	Press Release	Social media post	Communication material
COMMUNICATION OBJECTIVE	Information and storytelling	Storytelling	Information and storytelling	Storytelling	Information and storytelling
TONE OF VOICE	Formal and informal	Formal and informal	Formal	Informal	Formal and informal
EXAMPLES OF COMMUNICATION ACTIVITY	Web page "About" describing the project and its goals	Monthly or bi-monthly project newsletter News regarding your project being featured at an important event or by a known media.	Press release announcing the final conference where project results will be presented to stakeholders and media.	Post showing with a photo or video an activity organised by the project.	E-brochures, factsheets or infographics about the project's objectives and results.





Write your project stories



Be inclusive!

It goes without saying that **words matter**! Inclusive language aims to neither exclude nor discriminate against any group of persons, due to e.g. gender or ethnicity. Avoid words, phrases or other linguistic terms that foster stereotypes of any kind such as racist or sexist.



DOs

Apply gender-neutral language which considers people in general, e.g.

"People do not fully appreciate the impact **they** have on the environment."

Apply gender-neutral language by not using the gender description, e.g.

"The eco-action group **chair** Moni Patel works closely with the **chair/chairperson** of the social action committee Matthieu Dubois to plan events".



DON'Ts

Avoid gender-biased language which favours one gender over the other, e.g.

"Every day, each citizen must ask **himself** how he can fulfil **his** civic duties". Write **"themselves"** instead.

Avoid language that fosters stereotypes of any kind through e.g. using gendered adjectives or irrelevant information about gender, e.g.

"The eco-action group **chairman** Moni Patel works closely with the **chairman** of the social action committee Matthieu Dubois to plan events".

Share your project results



Sharing your story and your results is important to:

- acknowledge your achievements
- spread collective knowledge
- build a community and learning culture

Collective knowledge is at the heart of EU programmes' dissemination principles. EU-funded projects are a **goldmine** of tools, resources and good practices at the disposal of European citizens.

Research about channels

Every social media channel has its unique features, pros and cons. To decide which channel to use, some research can be helpful. Here are some questions you could ask yourself:

- Which channels do my **target audiences** use?
- Do similar projects already have a social media presence? If yes, which channels are they using?
- Which **resources** do I need to manage these channels?

Take advantage of key communication moments

Special occasions such as anniversaries or recognized international days are the perfect moment to increase your project promotion and publicity efforts. These communication moments can serve as **hooks** to attract traffic to your posts .

***Make
your event
sustainable
and eco-friendly!***



Share
your project results



Erasmus+ Projects Results Platform

erasmus-plus.ec.europa.eu/projects/search/

Erasmus+

EU programme for education, training, youth and sport

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You are here: [Erasmus+](#) / [Projects](#) / Search project results

Search projects

Example employment, climate change, etc...

Search

Filters

Project

Project status

- ☐ Completed (98)
- ☐ Ongoing (152)
- ☐ With Results (26)

Project factsheets

- ☐ European Year Cultural Heritage (3)

Actions

- ☒ KA1: Learning Mobility of Individuals (250)

Action Types

Search by action types

KA111: Erasmus Mundus Joint Ma

- ☒ KA111: Erasmus Mundus Joint Master Degrees (250)
- ☐ KA101: School education staff mobility (23699)
- ☐ KA102: VET learner and staff mobility (24157)
- ☐ KA103: Higher education student and staff mobility

Search results

Showing 1 - 10 of 250 projects , filtered by:

KA1: Learning Mobility Of Individuals ✕

KA111: Erasmus Mundus Joint Master Degrees ✕

[Clear filters](#)

Sort by Updated (latest first) ▾



Download results (XLS)
Limited to 1000 projects

View as



Grid



Map

Smart Telecom and Sensing Networks

Status:	Start date:	End date:
Completed	01 September 2017	31 August 2022

The Smart Telecom and Sensing Networks (SMARTNET) EMJMD is a two-year (120 ECTS) joint master degree program with the mission to provide unique training opportunities to a cohort of talented young...

Action Type: Erasmus Mundus Joint Master Degrees **Countries Covered:** 3 countries

Project details

Save in My Booklet

South European Studies

Status:	Start date:	End date:
Ongoing	01 September 2018	31 August 2024

The Master in South European Studies (EUROSEU) offers a truly international learning experience that involves studying, training

Share
your project results



[Browse all projects results](#)

European Master in Palaeontology, Geoheritage, Applications

Save this project in my Booklet

Project Reference: 610506-EPP-1-2019-1-FR-EPPKA1-JMD-MOB

Status
Ongoing

Start date **02-09-2019**
End date **01-10-2025**

Eu Grant
3.061.000,00 €

Programme
Erasmus+

Key Action
Learning Mobility of Individuals

Action Type
Erasmus Mundus Joint Master Degrees

Countries covered
4

Website
<https://master-pangea.eu/>

Summary

The European Master programme "Pangea (Palaeontology, Geoheritage, Applications)" is a two-year (120 ECTS) programme entirely taught in English and jointly operated by the University of Lille (France), Uppsala University (Sweden), the University of Minho (Portugal) and the National and Kapodistrian University of Athens (Greece). The Pangea master is aimed at meeting the international demand for qualified geoscience graduates with dedicated training and experience in fundamental and applied palaeontology, including geoconservation and geoheritage. In addition to academic formation, and due to the necessity for integration of expertise, student will also benefit from the involvement of third level institutions and industries (e.g. Geopark Famenne-Ardenne; geological surveys, TOTAL S.A.), and non-European universities (Nevada, Louisiana, USA; Tomsk, Novosibirsk, Russia, Sonora, Mexico) with the goal of a coordinated educational programme to prepare a future generation of system-oriented natural scientists. These partners are committed to the programme and have provided input into its content to better reflect their needs as potential employers. Paleontology is a multidisciplinary science which spans two major natural sciences: geosciences (mostly stratigraphy, sedimentology and basin analysis) and biology (population biology, ecology, evolution). The goal of the master is, after a first term of strengthening the student's background, to specialize in basic research in palaeobiology, applied palaeontology (stratigraphy, basin analysis and reservoir, environmental paleontology), and science communication, focusing on geoheritage.

Partners

+ ETHNIKO KAI KAPODISTIRIAKO PANEPISTIMIO ATHINON Greece

+ UNIVERSIDADE DO MINHO Portugal

+ UPPSALA UNIVERSITET Sweden

Coordinator

UNIVERSITE DE LILLE
42 RUE PAUL DUEZ 59000
59000 LILLE
Extra-Regio NUTS 2
France

Coordinator Type: Higher education institution
(tertiary level)

Website: <https://www.univ-lille.fr/>
Phone: +33320337031

Participants map



Display the project's participants on map

Participants countries

Evaluate your #CommsJourney



Choose your indicators

Depending on your communication objectives, target audiences and channels, you can identify a different **set of performance indicators** to assess your communication success. The definition of **SMART objectives** can guide you towards the right choice.

Monitor your activity

Digital channels such as social media platforms or website providers offer **free inbuilt tools** to monitor your reach and engagement. They give you a direct and almost "live" feedback on the performance of your communication activities.

Follow-up on lessons learnt

Once you've started travelling, the journey never really ends! Take your memories with you but leave your footprints too. Celebrate your success with your project partners and note down your lessons learnt. They may come handy in the future, for your **next #CommJourney!**

What gets measured, gets improved!



How to communicate **YOUR PROJECT**



#CommsJourney

Tell your story.
Make an impact.

A step-by-step guide
on communicating
projects and their results

op.europa.eu/s/xe69

Thank you



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