



OPETUSHALLITUS
UTBILDNINGSSTYRELSEN

Impactful communications

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Team Finland Knowledge projects
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- Why communicate?
- Obligations for the project
- Impact – and what does it have to do with communications?
- What, to whom and how to communicate?
- Concrete tools & tips to help you plan your project communications

You have a great project - share it with others, too!



“The more you think about impact, the more impactful your project will be.”



Why communicate about a project?



Enhance

Enhance the visibility of the project and the project partners



Raise

Raise interest towards the project and the organisations involved



Motivate

Motivate and commit project partners and other stakeholders



Network

Network with others on a same mission



Promote

Promote the dissemination of results and the exchange of good practices

Obligations for the project

- Projects are expected to tell about the funding in an open and transparent manner
- Use the "Financing from Finnish National Agency for Education" logo (available in different colours)
- Dissemination of results is one of the obligations embedded in the TFK funding, thus integral part of the project implementation
- [Logos available on the EDUFI website in Finnish, Swedish and English](#)



**Impact – and what
does it have to do with
communications?**

The background of the slide features abstract, flowing shapes in green and blue. A thick green band curves from the top right towards the center, while a blue band curves from the bottom left towards the center, creating a sense of movement and depth.

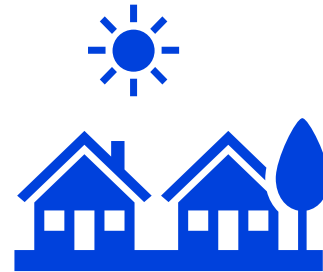
Impact levels in project work



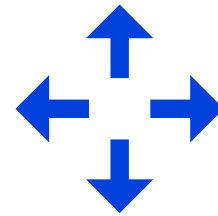
Individual



Organisational



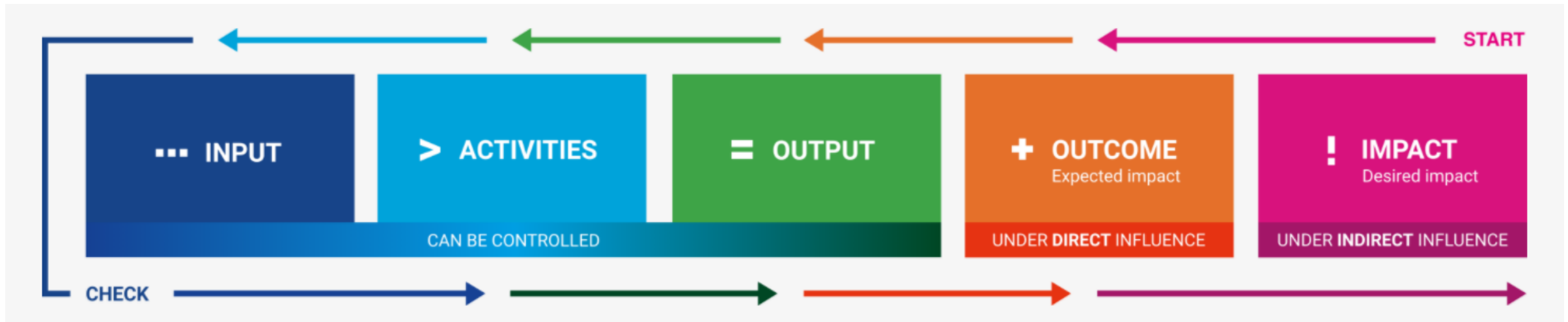
**Community/
Society**



Systemic

Impact Tool

- Tool made by the Netherland's Erasmus+ National Agency



funding
working hours

workshop for
teachers

20 teachers with
improved ICT skills

improved quality
of teaching

students'
employability
increases

Erasmus+ Impact Handbook

- A short, concise and easy-to-use guide to effectiveness.
- The Impact Handbook covers the following topics:
 1. Understanding impact
 2. Defining impact before applying
 - 3. Monitoring and evaluation of effectiveness**
 - 4. Impact management**



How to measure impact: data collection methods



Storytelling



Interviews



**Focus Group
Discussions**



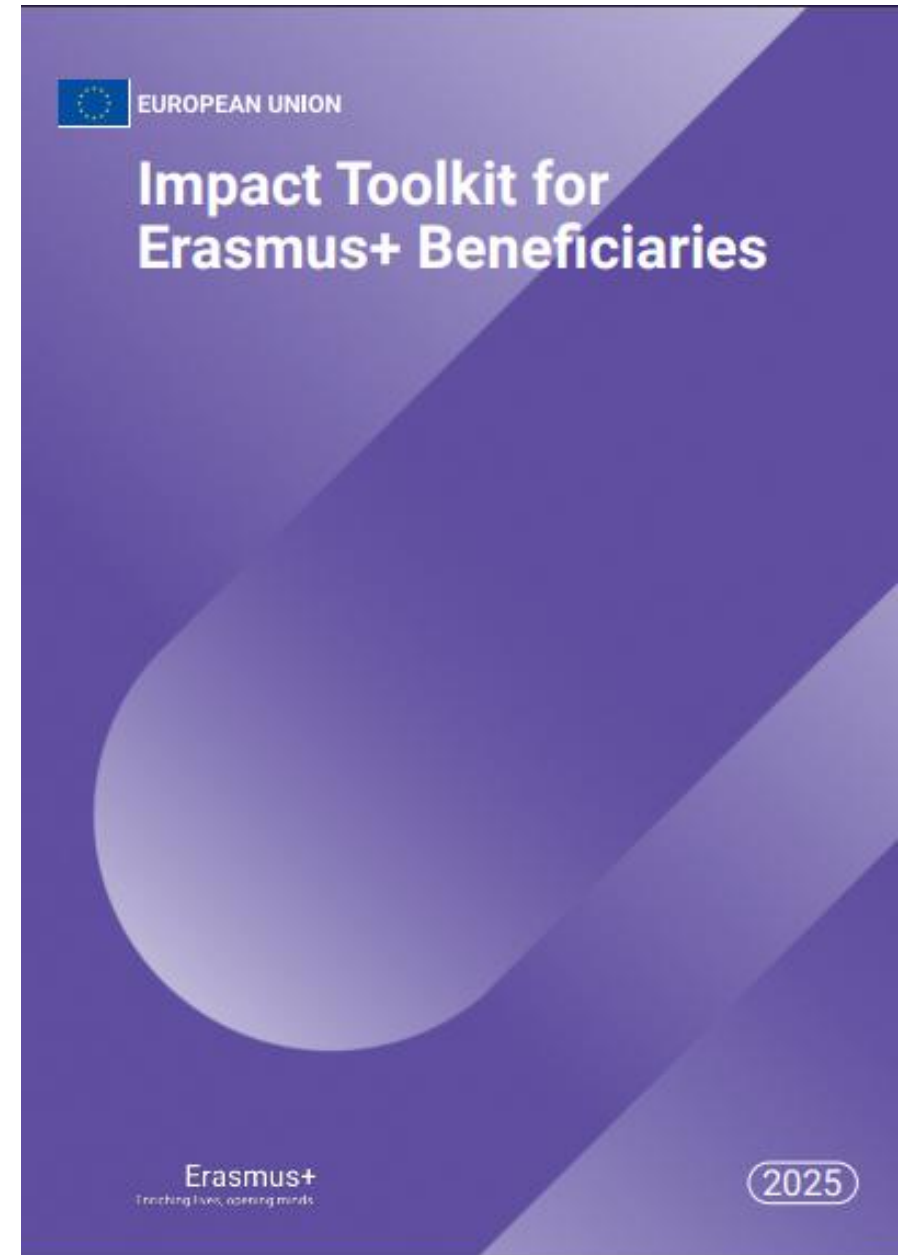
Surveys

> Including quantitative and qualitative indicators

Impact assessment toolkit

- Includes concrete tools for measuring impact in project work
- Quick and easy-to-use tools that can be incorporated in the project implementation
- For example: mini surveys, diaries after action review, living learning documents...

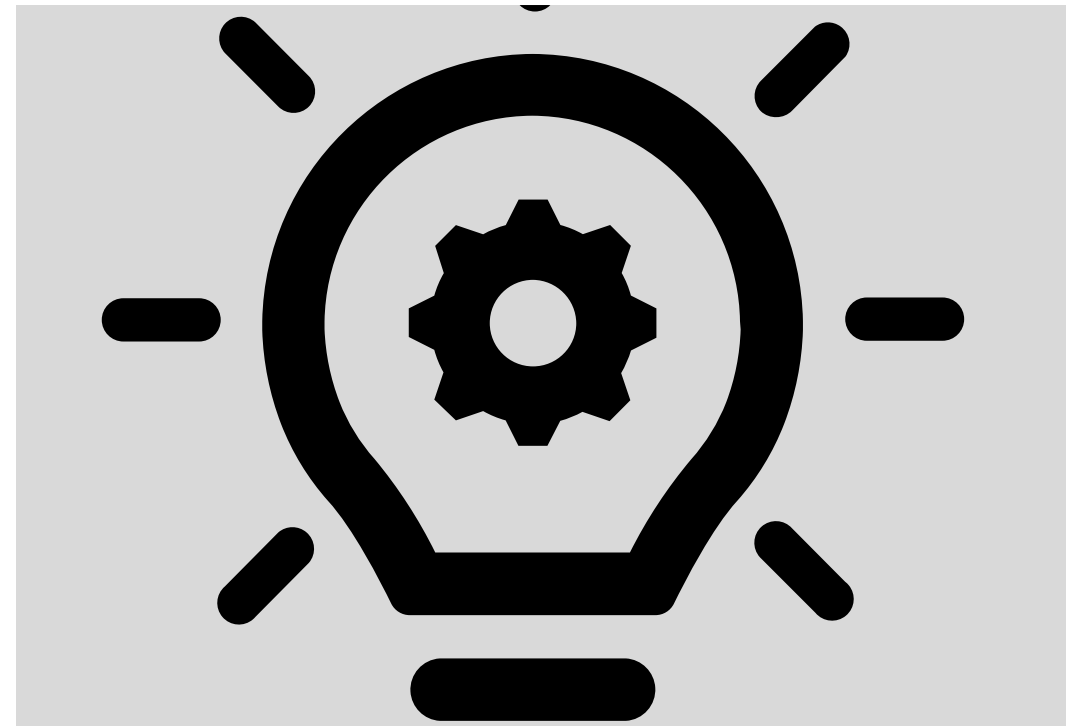
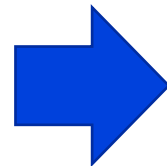
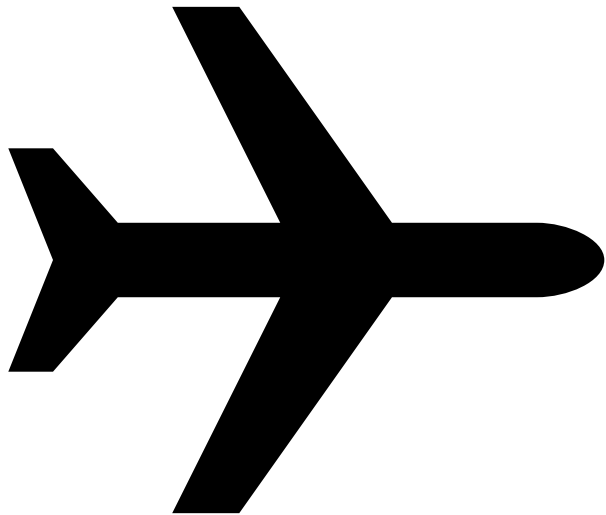
Both tools can be found on the Finnish National Agency for Education's website:
[Impact of Erasmus+ \(oph.fi\)](https://oph.fi)



**What, to whom and
how to communicate?**

The background features abstract, flowing shapes in green and blue. A large green shape curves from the top right towards the center, while a blue shape curves from the bottom left towards the center, creating a dynamic, organic feel.

What will you or the target group learn / What have you / them learned? What changes thanks to your project? What is the impact of your project?



Example



Project partners meeting in Lyon!

VS.

Our TFK project partners finally meeting live in Lyon! 🥳 We were planning a joint study module for health sciences which we'll start to test next year. Stay tuned!

#teamfinlandknowledge
#yourownhashtag

@edufi_highered @youroworganisation

Who are your target groups? = Who needs to hear about your project?

Your own organisations

The most important stakeholders / networks

Locally in all destinations

Municipality level

National level

International level

What are your key messages for the said target groups?

The aim is that also others who have not participated in your project could benefit from your project. What could others learn from you?

Exercise



Pen & paper / Word /
memo app



3 minutes



List **2-3 target groups** for
your project and the main
message for each of them

Exercise: example



*Let's hear
about your
ideas!*

- **Target group 1:** **Main message for this target group**
- **Target group 2:** **Main message for this target group**
- **Target group 3:** **Main message for this target group**

Tips for planning communication activities

1

Make a small communications plan: concentrate on **what is essential** for your project – you don't have time to communicate about everything

2

Think about the **main messages** you want to convey: what are you aiming at, how, what is the added value of your project

3

Focus on **the content** – interesting stories catch attention

4

Involve and share responsibilities – how could participants and other project partners take part? The coordinator doesn't have to do it all

Top tips: how to start



Focus on the actors and their stories: Who does what and why? Who benefits?
> Use active verb forms!

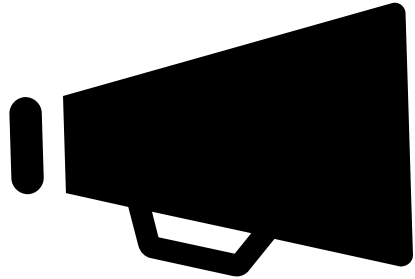


Show the everyday life of your project. Concrete examples!



Communicate already during the project when you have something going on:
photos, videos, blog posts, behind the scenes

Which forms of communication suit your project?



Ask a colleague
for tips!

- Website (project, your organisation)
- Social media: your organisation's social media channels, participants social media channels...
- Blog posts
- Videos
- Presentations in stakeholder meetings
- Articles on the organisations' newsletter, in a local newspaper, in a professional publication of your field
- Seminars
- Workshops
- Local radio station

Coming soon: Communication for Impact Guide



COMMUNICATION FOR IMPACT

Enhance your impact with
communication for every
step in your project



Erasmus+
Enriching lives, opening minds.

WHAT & TO WHOM?



HOW?



Tell us about your communication actions

1. Let us know of any blog posts, news, articles, videos, etc. you made about your project
2. Follow us on
 - LinkedIn: [Edufi HigherEd](#)
 - Tag us to your posts!
3. Volunteer for a project story to be added on the EDUFI website (article / video)

*We are happy
to share your
articles, videos
etc. on our
social media!*



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UTBILDNINGSTYRELSEN

Further information:

[Logos in Finnish, Swedish and English](#)

Erasmus+ Tools for Impact work:

[Enhance the impact of your Erasmus+ project](#)

