



OPETUSHALLITUS  
UTBILDNINGSSTYRELSEN

# Impactful communications

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- What to communicate?
- Whom to communicate?
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# You have a great project - share it with others, too!



# 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

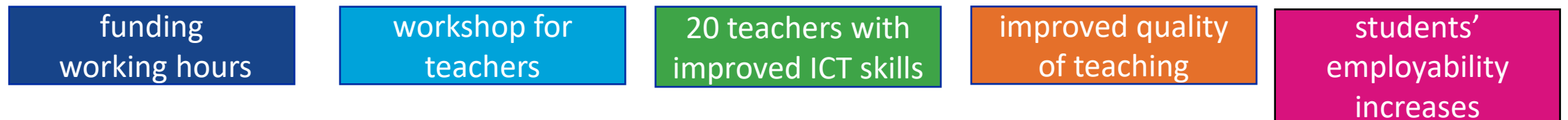
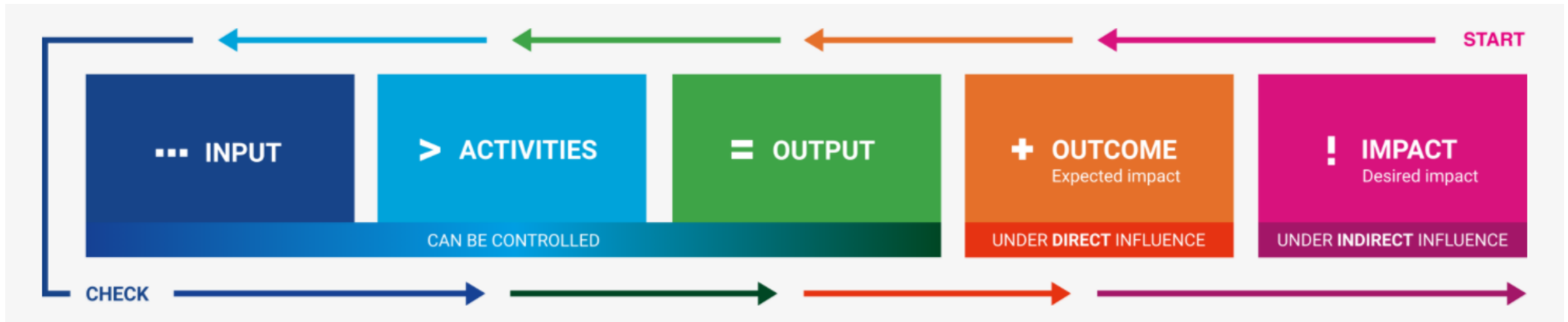
# Obligations for the project

- 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

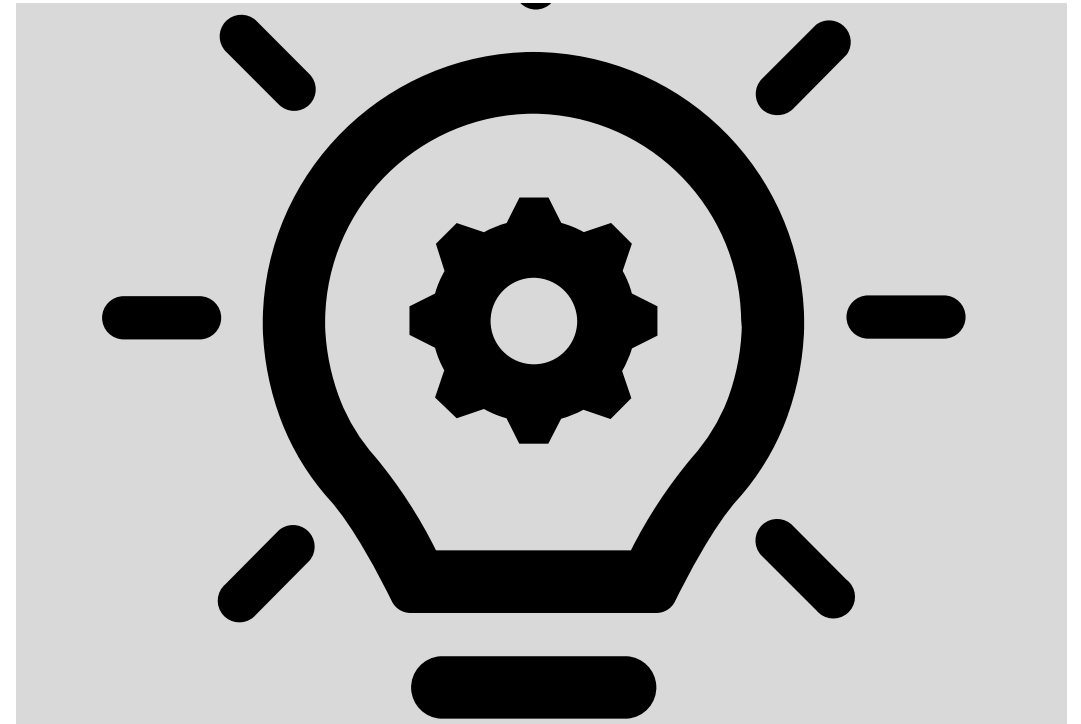
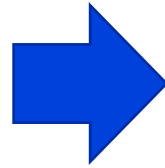
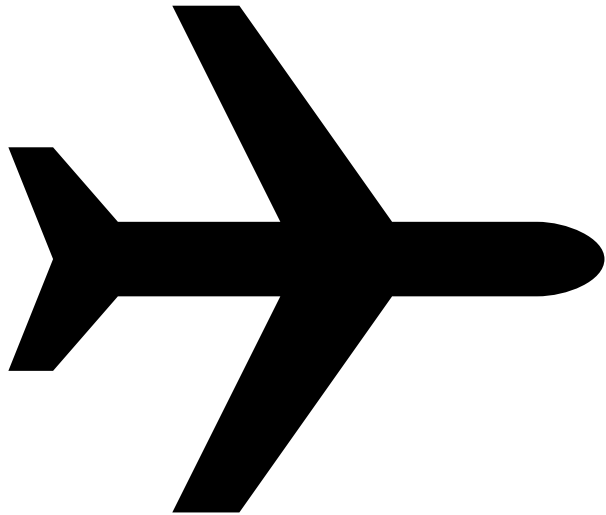


# Impact Tool

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



**What will you learn / What have you 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

# Tips for planning communication activities

1

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

# Who are your target groups?

Your own organisations

The most important stakeholders / networks

Locally in all destinations

Municipality level

National level

International level

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

- Plan beforehand how to ensure this

**Communications is the responsibility of the whole consortium – involve all partners!**

# Top tips: how to start



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

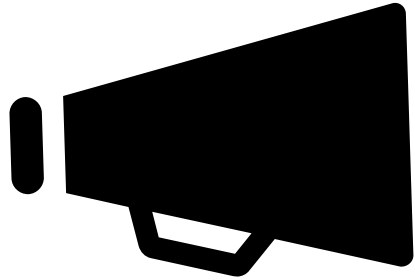


Communicate already during the project when you have something going on:  
photos, videos, blog posts, behind the scenes



Show the everyday life of your project. Concrete examples!

# Which forms of communication suit your project?



Ask a colleague!

- 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

# Exercise



Pen & paper / Word /  
memo app



3 minutes



List at least **three** different  
ways to communicate  
about your project

# 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
  - X: @EDUFI\_HigherEd
  - 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!*

# Check-list for project communications

- ☐ Define the aims
- ☐ Define your target groups
- ☐ Choose the channels
- ☐ Do a (small) communications plan
- ☐ Utilise social media
- ☐ Don't forget traditional media
- ☐ Let us know about your project!



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## Further information:

Logos in Finnish, Swedish and English

[opetushallitus.kuvat.fi/i/uaD2zg7UcNHfkWRMGrBYjeqSA9K6xb3E](https://opetushallitus.kuvat.fi/i/uaD2zg7UcNHfkWRMGrBYjeqSA9K6xb3E)

➤ Click on "Opetushallitus rahoittaa"

Impact Tool (Netherland's materials)

[www.erasmusplus.nl/en/impacttool-mobility](https://www.erasmusplus.nl/en/impacttool-mobility)

Impact Tool in Finnish: [www.oph.fi/vaikuttavuustyokalu](https://www.oph.fi/vaikuttavuustyokalu)

Impact Tool in Swedish: [oph.fi/sv/effektverktyg](https://oph.fi/sv/effektverktyg)

Kohti vaikuttavaa hankeviestintää (YouTube)

[bit.ly/3hJ2tvI](https://bit.ly/3hJ2tvI)



# Questions?

**Thank you!**

The image features a white background with abstract, flowing shapes in green and blue. A thick green line starts from the top right, curves down and to the left, then turns back up and to the right. A thick blue line starts from the bottom left, curves up and to the right, then turns back down and to the left. The two lines overlap in the center, creating a sense of movement and depth.