C1 -Communicating with impact: working together for wider outreach and effective dissemination of the programmes

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About this session…

The main aim of this session is to present and discuss some of the main communication and dissemination challenges of the new Erasmus and European Solidarity Corps programmes, in particular:

- How to reach out to a larger target group and foster more participation from a diverse range of beneficiaries including people with fewer opportunities, newcomers and small/grassroots organisations?

- How to demonstrate greater programme impact? (I.e. in line with the ambition of a double/triple budget for the next Erasmus programme)

During the session, the European Commission will present some concrete proposals on how to help address such challenges, to be discussed with the breakout session participants, namely:

- Leverage on former participants (i.e. alumni) as ambassadors of the programme to attract new beneficiaries;

- A Communication and dissemination Toolkit for project beneficiaries to enable them to disseminate their results and increase the impact at local/national level;

- Practical improvements to the Erasmus and ESC project results platforms such as the possibility for beneficiaries to publish events and project results during project lifetime;

- Selection and promotion of stories and lessons learned about projects and their results via social media and events to showcase programme impact, in particular by contributing to the political priorities of the European Commission.

Something to think about…

For National Agencies– what works best when promoting inclusive and diverse participation to the programme and reaching out to potential beneficiaries, including multipliers?

For beneficiaries – what is your main obstacle when promoting and disseminating you project and its results?

For all participants – how to best capture and disseminate project results from mobility/volunteer activity (i.e. ESC projects) such us participants experiences, improved skills, etc.?