

# CO-CREATING ERASMUS+ AND THE EUROPEAN SOLIDARITY CORPS

28 & 29 JANUARY 2020, ULB CAMPUS SOLBOSCH BRUSSELS, BELGIUM

## C1 - Communicating with impact: working together for wider outreach and effective dissemination

### *Summary of the discussion*

The discussion tried to address the key challenges of the communication and dissemination for the new Erasmus+ and European Solidarity Corps programmes, such as communicating programme novelties and priorities to stakeholders, focused around clear targeting, simple language and addressed to people and their needs. Another challenge is getting on board more applicants from diverse backgrounds and making sure to reach out to more people with fewer opportunities. In addition, we strive to overcoming the main obstacles when communicating about the programmes to citizens, such as language barriers, EU jargon, etc. Last, further efforts are needed to capture project results and make them available to the different user groups, namely by demonstrating learning outcomes of participants, such as experiences and skills, through the use of testimonies and increased partnerships with national/local authorities.

### *Main outcomes/ operational conclusions of the session*

1. Newcomers to the programme need to receive targeted information supporting their needs, in plain (local) language and with clear examples, explanation of the key terms (i.e. what is Green Erasmus) and with timeliness. Practical channels suggested by participants are:
  - face-to-face contact are key when sharing information at various levels (national, regional, local.)
  - webinars are also a good tool when it comes to very detailed and technical information
  - Awards as a way to support best practices and peer-to-peer examples
  - create an online “tree of opportunities” guiding (potential) beneficiaries in the application process
2. An inclusive approach should be based on identifying potential participants and their needs and create trust and confidence to participate, using organisations that already work with people with diverse background/fewer opportunities. Concrete actions could include:
  - information events and feedback sessions for rejected applicants to be organised by info officers/national agencies
  - providing support, building capacity and simplifying access for small NGO’s/grass-root organisations
3. Communicating to citizens about the Erasmus+ and European Solidarity Corps programmes and their achievements should be based on testimonies and “real” people who tell their stories so that the target audiences can easily relate to the topics addressed and the impact on the ground of the projects.
4. Dissemination and exploitation of project results could be improved in the following ways:
  - Make it possible to select project results on the Project Results Platforms according to target groups, to serve dissemination purposes rather than mere reporting.
  - Involve local authorities (e.g. via the Committee of Regions) to mainstream and raise awareness on project results relevant at local level, as they might be aware of potentially interested target groups
  - Motivate project coordinators to scale-up dissemination, provide follow-up funding, clustering with other similar projects to pool resources such as joint conferences and contacts with the press.
  - Use information and data collected in mobility satisfaction survey as testimonials to demonstrate the experience gained by participants