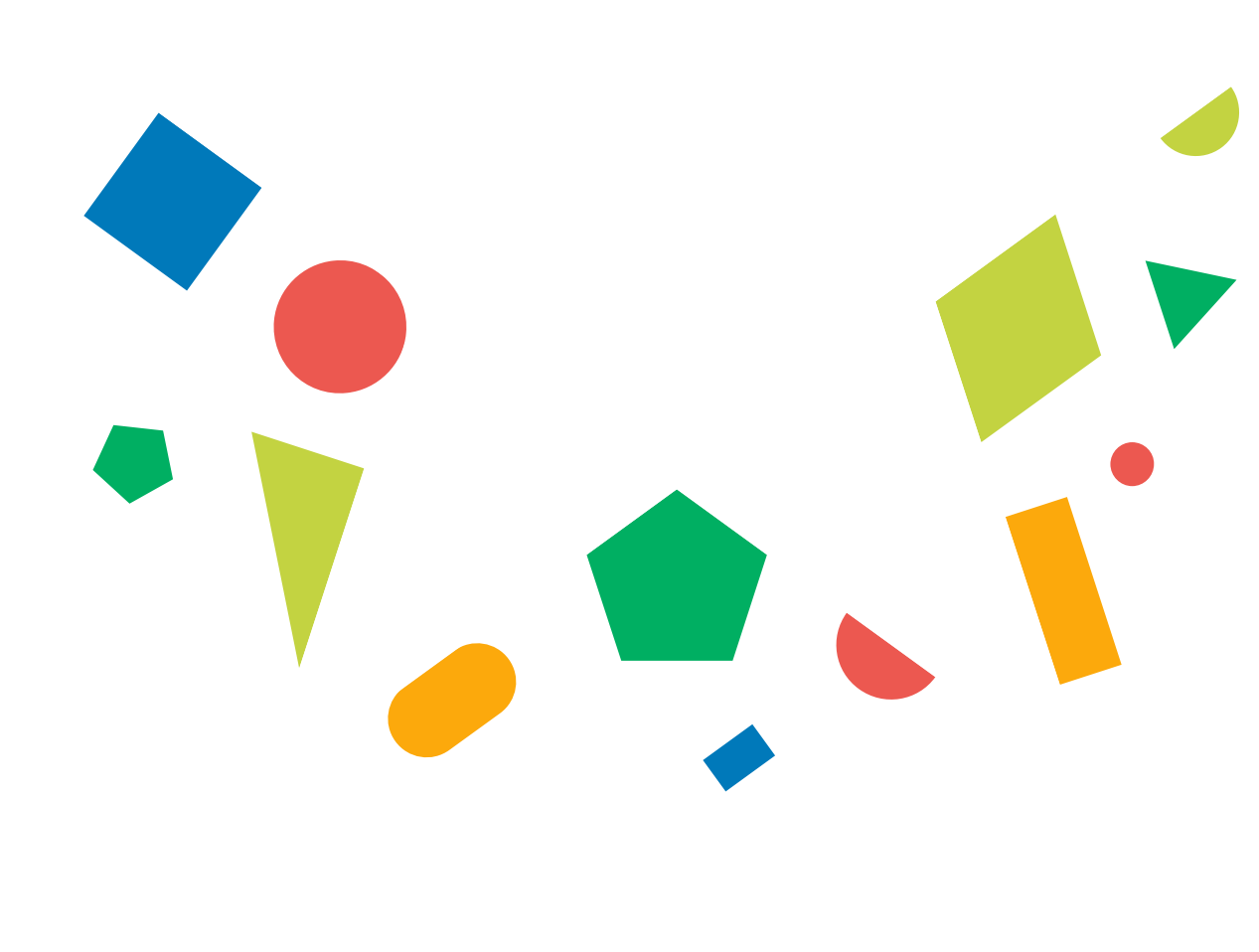
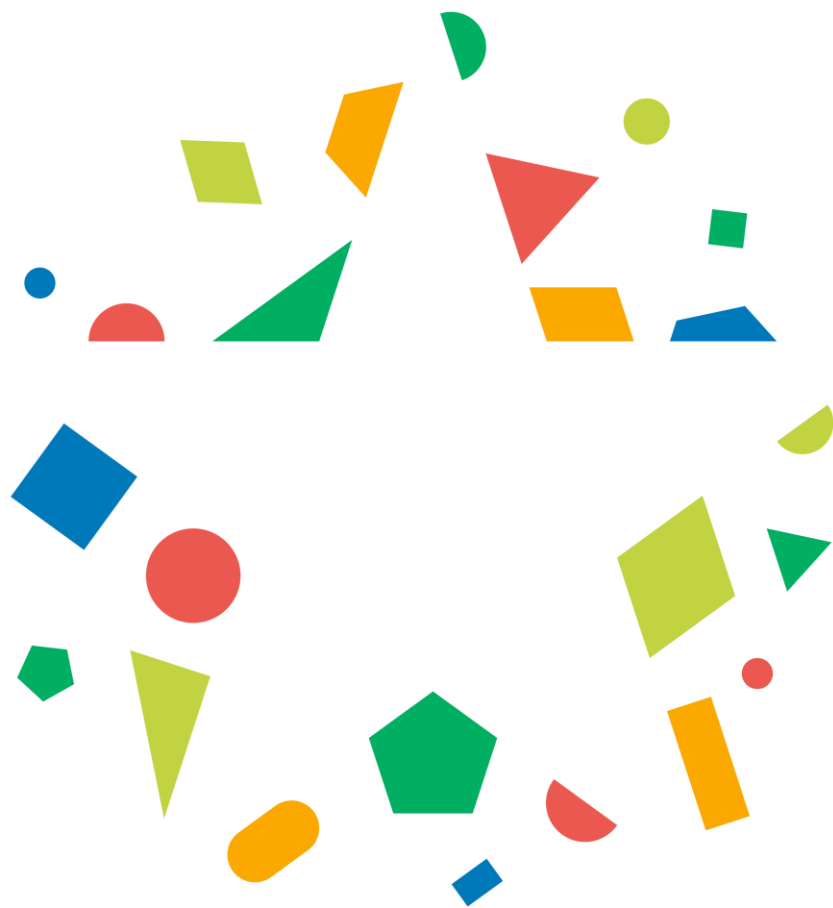




European
Commission

CO-CREATING ERASMUS+ AND THE EUROPEAN SOLIDARITY CORPS





COMMUNICATING WITH IMPACT

*Working together for wider outreach and
effective dissemination*

Angelo Strano

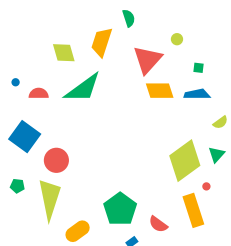
Violeta Birzniece

European Commission

DG Education, Youth, Sport and Culture

COMMUNICATING THE NEW ERASMUS+ AND EUROPEAN SOLIDARITY CORPS SOME CHALLENGES...

- **Inform potential applicants** about the changes and novelties of the programmes
- **Reach out** to a larger target group, ensuring inclusiveness and diversity
- **Raise awareness** of the positive impact of our programmes to the citizen
- **Showcase** participants' learning outcomes (skills, experiences, networks, etc..)
- **Work better together** i.e. by exchanging information and sharing best practices



HOW CAN WE IMPROVE OUR COMMUNICATION? WE HAVE A FEW IDEAS ...

- A single **coherent visual approach and targeted messages** for the programmes for all communication channels and activities
- A **Communication and dissemination Toolkit** to guide project coordinators and partners
- An **alumni strategy** to tap into former participants as “ambassadors” of the programme
- **Promote events and results on EU websites during project lifetime**
- A brochure showcasing how **projects results contribute to the EC political priorities.**





**I WANT YOUR
IDEAS**

...BUT WE'D LIKE TO HEAR
YOUR OPINION

4 QUESTIONS...

Q1 - How to **communicate about programme novelties** to stakeholders?

Q2 - How do we get on board more **applicants with diverse background**?

Q3 - What is our **main obstacle when communicating our programmes to citizens**?

Q4 - How can we **demonstrate the impact of learning outcomes** (i.e. in mobility/volunteer activities)?



THANK YOU!