Impactful communications
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Team Finland Knowledge projects
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You have a great project - share it with others, too!
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
What have you learned? What changes thanks to your project? What is the impact of your project?
Impact Tool

- Tool made by the Netherlands’ Erasmus+ National Agency

- Funding working hours
- Workshop for teachers
- 20 teachers with improved ICT skills
- Improved quality of teaching
- Students’ employability increases

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<tbody>
<tr>
<td><strong>Enhance</strong></td>
<td>Enhance the visibility of the project and the project partners</td>
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<tr>
<td><strong>Raise</strong></td>
<td>Raise interest towards the project and the organisations involved</td>
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<td><strong>Motivate</strong></td>
<td>Motivate and commit project partners and other stakeholders</td>
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<td><strong>Network</strong></td>
<td>Network with others on a same mission</td>
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<td><strong>Promote</strong></td>
<td>Promote the dissemination of results and the exchange of good practices</td>
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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


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?

- 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

Let’s hear about your ideas!

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)
Kohti vaikuttavaa hankeviestintää:

bit.ly/3hJ2tv1 (YouTube)
Further information:

Logos in Finnish, Swedish and English
[Logos link]

➢ Click on “Opetushallitus rahoittaa”

Impact Tool (Netherland’s materials)
[Impact Tool link]

Impact Tool in Finnish: [Finnish link]
Impact Tool in Swedish: [Swedish link]

Kohti vaikuttavaa hankeviestintää (YouTube)
[YouTube link]
Questions?
Thank you!