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

• Dissemination of results is one of the obligations embedded in the TFK funding, thus integral part of the project implementation

• 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)
Impact Tool

- Tool made by the Netherland’s Erasmus+ National Agency
What have you learned? What changes thanks to your project? What is the impact of your project?
Why communicate about a project?

Every project has an impact.

What is familiar for you might be new and useful for others.

If you don’t tell about your project, who will?

Enhance the visibility of the project and the project partners

Raise interest towards the project and the organisations involved

Motivate and commit project partners and other stakeholders

Promote the dissemination of results and the exchange of good practices

Network with others on a same mission
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?

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?
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?

- 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

Ask a colleague!
Exercise

Pen & paper / Word / memo app

3 minutes

List at least three different ways to communicate about your project

Let’s hear about your ideas!
Tell us about your communication actions

1. Let us know of any blog posts, news, articles, videos, etc. made about your project

2. Follow us on Twitter @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/3hJ2tvl (YouTube)
Questions?
Further information:

Impact Tool (Netherland’s materials)
www.erasmusplus.nl/en/impacttool-mobility

Impact Tool in Finnish: www.oph.fi/vaikuttavuustyokalu
Impact Tool in Swedish: oph.fi/sv/effektverktyg

Logos in Finnish, Swedish and English
opetushallitus.kuvat.fi/i/uaD2zg7UcNHfkWRMGrBYjeqSA9K6xb3E

➢ Click on “Opetushallitus rahoittaa”

Kohti vaikuttavaa hankeviestintää (YouTube)
bil.ly/3hJ2tvl
Thank you!