



OPETUSHALLITUS
UTBILDNINGSTYRELSEN

Impactful communications

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Team Finland Knowledge projects
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You have a great project - share it with others, too!



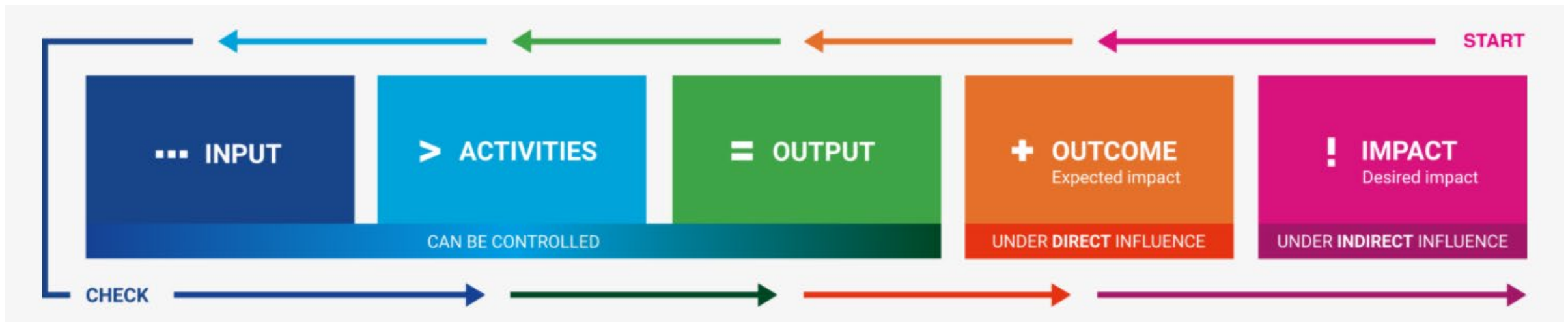
Obligations for the project

- 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



funding
working hours

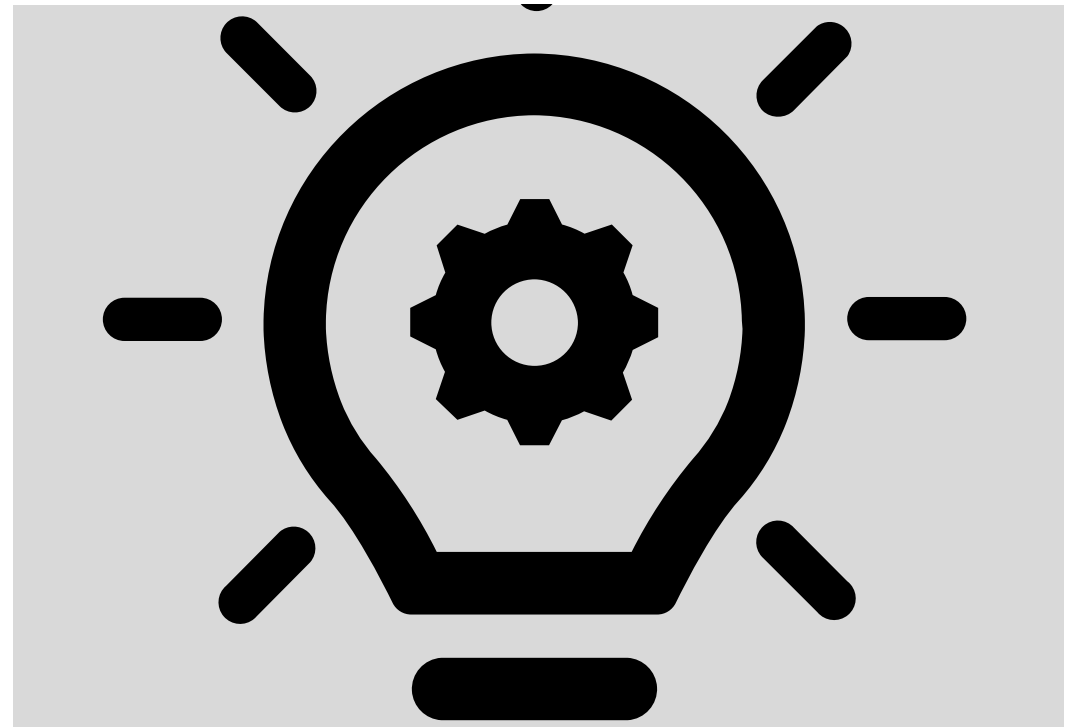
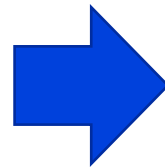
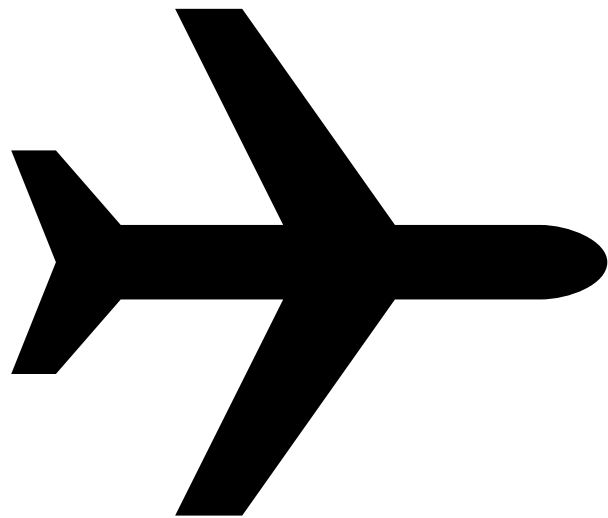
workshop for
teachers

20 teachers with
improved ICT skills

improved quality
of teaching

students'
employability
increases

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?

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



Focus on the actors and their stories: Who does what and why?
Active verb forms!

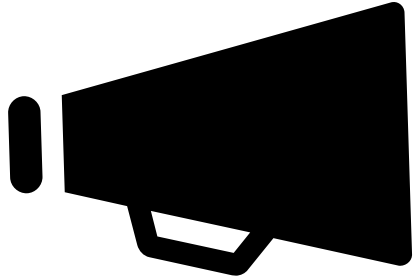


Communicate already during the project when you have something going on: photos, videos, blog posts, behind the scenes



Show the everyday life of your project. Concrete examples!

Which forms of communication suit your project?



Ask a colleague!

- 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



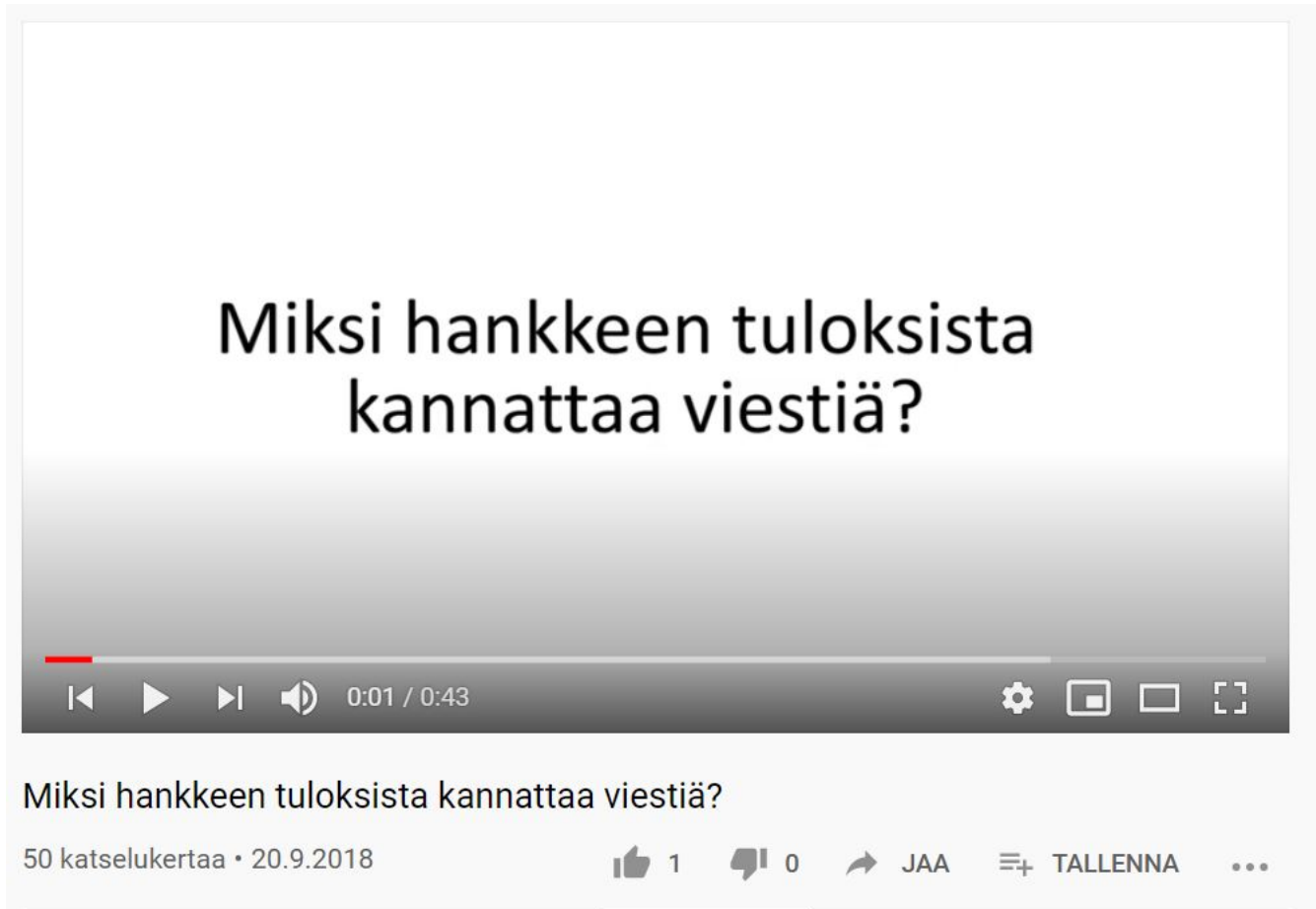
List at least **three** different ways
to communicate about your
project

Tell us about your communication actions

1. Let us know of any blog posts, news, articles, videos, etc. 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)

We are happy to share your articles, videos etc. on our social media!

Kohti vaikuttavaa hankeviestintää:



bit.ly/3hJ2tvI (YouTube)

Questions?



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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)

bit.ly/3hJ2tvI



Thank you!

A decorative graphic consisting of thick, wavy, overlapping lines in green and blue. The lines flow from the top right towards the bottom left, creating a sense of movement and depth. The green lines are layered on top of the blue lines in some areas, while the blue lines are on top in others.