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# Erasmus+ Knowledge Alliances 2019 Projects

## Kick-Off Meeting

## Dissemination & Exploitation

EACEA, Brussels  
4<sup>th</sup> February 2020

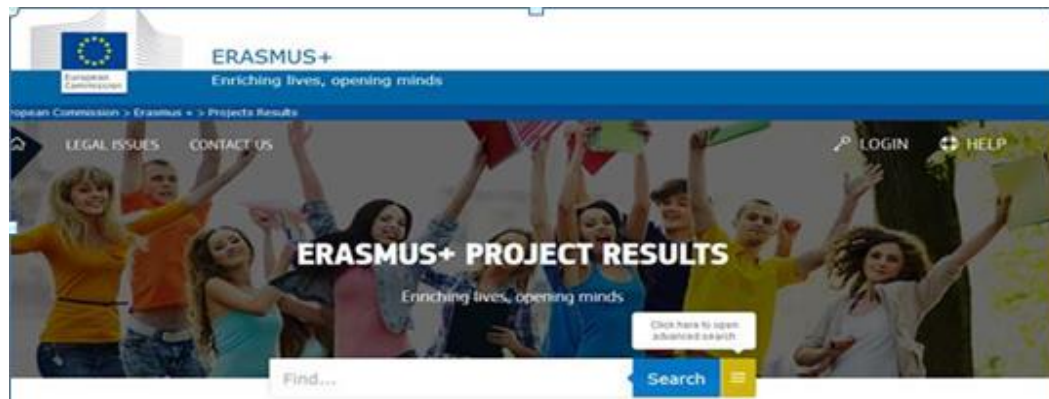
*Lucia Giannini, Project Officer, EACEA*



# Overall strategy of dissemination-valorisation

- Have a dissemination strategy **from the start** of the project
- Greater emphasis on activities for the **exploitation of results**
- Visibility/good practices
- Use of the **Erasmus+ Projects Results Platform** to disseminate and exploit project results and deliverables:

<http://ec.europa.eu/programmes/erasmus-plus/projects/>



## Dissemination and exploitation of results

The project co-ordinator must:

✓ Create and maintain a **project website** with at least:

1. Project description;
2. Contact details of coordinator;
3. List of beneficiaries;
4. Mention EU's financial support with logo
5. Project results once available.



✓ Having a project website is a contractual obligation!

# A few examples of good KA project websites



<https://www.ecostarhub.com/>



<https://www.build-solutions.org/>



<https://globalspin.eu/>

# Publicity Obligations

## EU Logo



Co-funded by the  
Erasmus+ Programme  
of the European Union

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## Disclaimer

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# Publicity Obligations

## Erasmus+: Visual identity and logos

[https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en)



Possible 20% reduction of EU grant if no project website is developed or for failure to comply with the publicity obligations!

## Exploitation of results

- Describe how exploitation activities ensure optimal use of the results
- Maintain results (and the Alliance you built) also after end of project lifetime/EU funding
- Explore links between your project and other EU/national/international initiatives



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# Project Dissemination sheets



## Integrating Entrepreneurship and Work Experience into Higher Education (WEXHE)




**Erasmus+**  
Field: Higher Education  
Action: Knowledge Alliances

**Key facts and figures**

Partners: 10	Countries: 8
EU grant: € 999,821	Project duration: 2017 - 2019

**Integrating Entrepreneurship and Work Experience into Higher Education (WEXHE)**



**Lead organisation**  
RIJKSUNIVERSITEIT GRONINGEN  
Location: Netherlands

**Project countries**  
Belgium, Cyprus, Germany, Netherlands, Poland, Slovenia, Spain & United Kingdom

**More information**  
Project website: [www.wexhe.eu](http://www.wexhe.eu)

The Erasmus+ Project Results Platform  
<http://ec.europa.eu/programmes/erasmus-plus/project-details/#project/6516cc20-7d1d-4d0b-817d-c67984007577>

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## Knowledge Alliance for Advanced Urbanism (KA-AU)





**Erasmus+**  
Field: Higher Education  
Action: Knowledge Alliances

**Key facts and figures**

Partners: 11	Countries: 4
EU grant: € 958,914	Project duration: 2015 - 2018

**Knowledge Alliance for Advanced Urbanism (KA-AU)**



**Lead organisation**  
INSTITUT D'ARQUITECTURA AVANÇADA DE CATALUNYA  
Location: Spain

**Project countries**  
France, Italy, Spain & United Kingdom

**More information**  
Project website: <http://ka-au.net>

The Erasmus+ Project Results Platform  
<http://ec.europa.eu/programmes/erasmus-plus/project-details/#project/4b421d77-d66c-481c-b888-c9f9f754c26e>

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# HOW TO COMMUNICATE YOUR PROJECT



## Think, Plan, Act strategically

- What do you want to achieve?
- Communicate from day one



## Be creative

- Vamp up the visual, reduce the writing
- Use social media



## You can't reach everyone

- Define your target audience
- Use consortium resources, expertise and ideas



## Get into the media mindset

- Identify relevant media people
- Understand media language and needs



## Think Issue, not project

- What issue is the project addressing?
- Link communication to hot topics in society



## Think global, act local

- Local and regional media are effective targets
- Use the project's local connections



## Make it relevant to daily life

- Show the impact on society
- Avoid technical language and jargon



## Build your brand

- Become a trusted source and voice
- Contribute where and when you can



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thank you

merci  
obrigado  
grazie  
gracias  
kiitos  
спасиби  
tack  
köszönöm  
хвала  
danke  
aciū  
Dank u  
hvala vam  
tak  
teşekkür ederim  
bakka þér  
σας ευχαριστώ  
ddiolch 'ch  
dėkuj  
dziękuje  
אודות  
Dakujem  
hvala  
Taphadh leibh  
falemmnderit  
Takk  
благодаря  
multumesc  
tahnán teid  
дзякуй  
спасибо  
trugáirez  
Vi благодарам  
谢谢  
धन्यवाद  
Go raibh maith agaibh  
Paldies