



# ERASMUS+

## Capacity-building in Higher Education

IMPACT, DISSEMINATION AND SUSTAINABILITY

*Project Grantholders' Meeting  
Brussels, 29-30 Jan, 2018*



# OUTLINE OF THE PRESENTATION

- Aim of Erasmus+ 'capacity-building in H.E.' projects
- What we mean by project '**results**'  
Project Results Platform
- What we mean by '**impact**'
- What we mean by '**dissemination**'  
Web-site  
Video  
Social media  
Leaflets, brochures, publications  
Promotion material
- What we mean by '**sustainability**'



# AIM OF CAPACITY-BUILDING PROJECTS

- Bringing about **change**
- In higher education institutions
- Individual capacity-building -> **institutional capacity-building** (end goal)
- Ultimate target group is **students** of your HEIs



## WHAT WE MEAN BY PROJECT 'RESULTS'

- **Tangible, extrinsic outputs** of project activities
- **Concrete products and services**
  - E.g. A new curriculum
  - A training manual
  - Data-base
  - New career centre
- **Indicators** in the log frame help **measure the quality** of the results
- **Internal working documents** are not results
- **Project activities** are not **project results**



# PROJECT RESULTS PLATFORM

- What is it?
- Why has the Commission introduced it?
- What you must do



## WHAT WE MEAN BY 'IMPACT'

- The **affect the project results have had on stakeholders, institutions, policies, education systems.**
- Impact is the **intrinsic outcomes** of your project.
- How has your project affected the different groups of stakeholders?
- You need to be able to **measure that broader change over the project lifetime** - > Baseline study



## WHAT WE MEAN BY 'DISSEMINATION'

- **Internal and external communication** of your project results
- **Communicate 'results'** rather than 'project activities'
- Be strategic. **Who are your target audiences** and **what media are best to reach them?**
- What **level of influence** are you trying to have over them?
  - To make them **aware** of project activities
  - To inform and **educate them** about the project
  - To **influence their opinion** of the project.
  - To **engage them in the project**
  - To get them to **act as multipliers** and **advocates for the project results**



## WEB-SITE

- You no longer should need to outsource for making and maintenance - [www.wix.com](http://www.wix.com), weebly etc.
- Your web-site should contain the following features;

EU logo

EU disclaimer

Objectives of the project

Project partners and the persons from each partner institution involved in the project

A map showing the locations of the partner and the countries involved.

**Project results** - what's your product your website is selling?







## WEB-SITE Ctd.

A word from the rector of the coordinator about the project or a representative from the Ministry of Education (if they are involved in the project)

Contact details of the coordinator (for people who want more information)

A calendar of project activities

Videos

Links to other social media pages

- Photos should be of project activities
- Language used should be lay-man's language (not academic)



# VIDEOS

- No longer than **5 minutes**
- Not only interview those involved in the project but the **end-users of the products and services created** and **how they have benefitted from them.**
- More time on **project results** rather than **project activities** and **project partners.**
- Should **not be a tourist promotion video** for your country.
- If choosing **background music**, it's an international project so choose something **culturally neutral.**
- **Interviews should be in English** as sub-titles are expensive.
- Get a **student in the media department** in the university to **make it for free** as part of their course work.



# SOCIAL MEDIA

- **Need a lot of time to manage social media** as you need to **interact with your target audience.**
- Chose **platforms appropriate to your target audience.**
- Find **content** that your **target audience will be interested in** (build this task into project activities)
- Remember **what you post reflects the reputation of your universities** but also the European Commission who is co-funding the project.



# LEAFLETS, BROCHURES & PUBLICATIONS

- **Limit paper versions** to a minimum.
- Consider **info graphs** at the end of the project **showing the impact the project has had in numbers.**
- **Academic publications are not the aim of this action** as the focus is not on individual research (Horizon 2020) but on institutional capacity-building.



# PROMOTION MATERIAL

- Create **items that people will actually use** – USB sticks (with info on the project already on them), pens, calendars.
- Don't forget to **put the project web-site address on it.**
- Make sure the **photos used are of project results** and not of tourism.



# TIPS FOR DISSEMINATION

- Internal dissemination is as important as external dissemination
- Focus on influencing key stakeholders
- How are you going to measure the effectiveness of your dissemination strategy?
- Academic conferences not considered as dissemination conferences
- Why not have one dissemination event for all projects at national level at the end of the three-year period.



## WHAT WE EXPECT IN TERMS OF SUSTAINABILITY

- Whatever has been created by your project should continue after the people leave
- A project should not be a one-man show -> institutional ownership
- HEIs will be willing to fund their maintenance and renewal -> Sustainability depends on the positive perceptions of key stakeholders who hold the resources to the project's future
- Please don't tell us that you have applied for another CBHE grant to continue project activities and make the project sustainable



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  
dëkujj  
dziękuję  
Takk  
בְּרַחֵם  
Dakujem  
Tapadh leibh  
falemmnderit  
hvala  
благодаря  
mulțumesc  
tānan teid  
дзякуй  
спасибо  
trugarez  
Vi благодарам  
谢谢  
धन्यवाद  
Go raibh maith agaibh  
Paldies