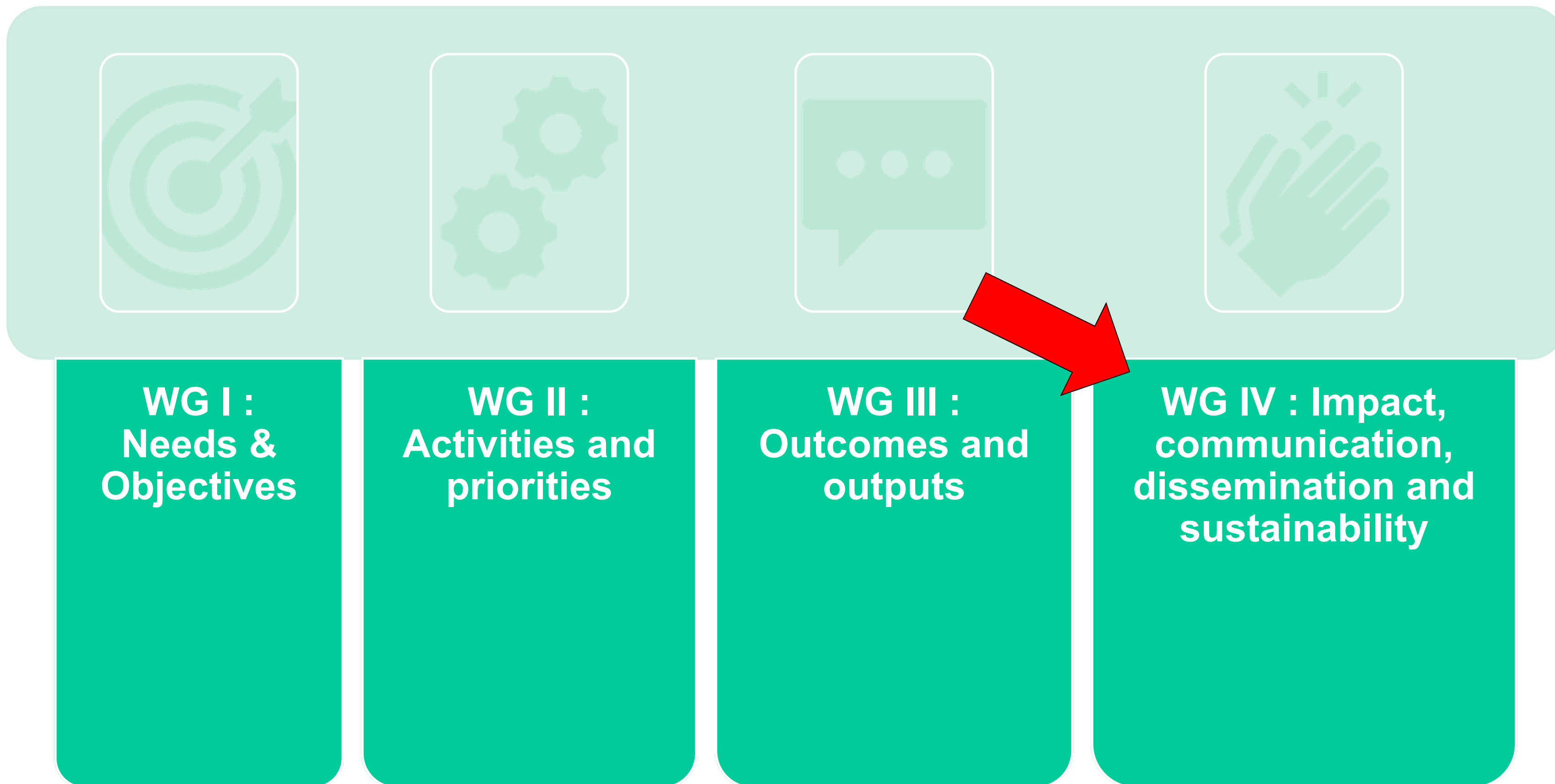
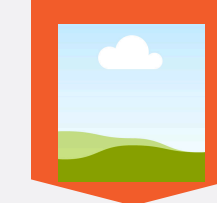
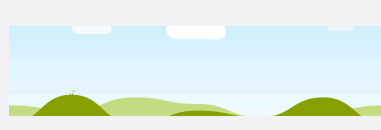
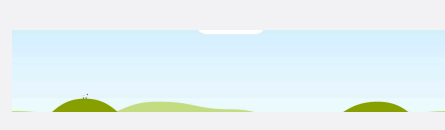


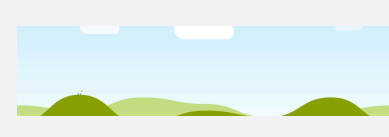
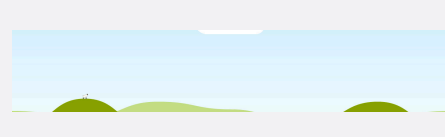
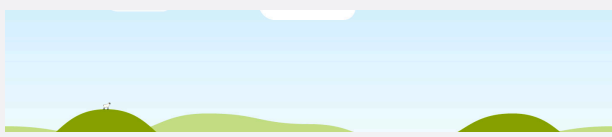
# PARTICIPATION IN ACTION !

Promoting inclusion in the Erasmus+ community

Valencia, 23 – 25 June 2026

## Impact, communication, dissemination and sustainability

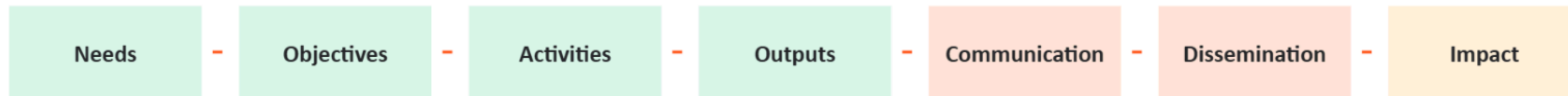




1

# Where are we in the project logic?

Connect the dots



**Communication**  
raises awareness and engagement

**Dissemination**  
puts results in the hands of users

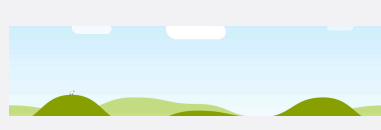
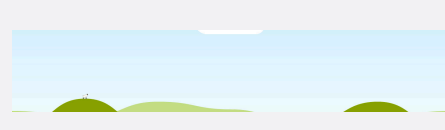
**Impact**  
is the change generated by the project

**Sustainability**  
The value continues after the grant period.

Simple relationship:

**visible → usable → evidenced → continued**





2

## Communication and dissemination: two different purposes

Visibility + use



### COMMUNICATION

**Tell the project story and engage people throughout the project.**

Audiences: broad public, stakeholders, participants, media.  
Channels: website, social media, events, newsletters.  
Timing: from the start, with regular updates.

### DISSEMINATION



**Share results with those who can use, adapt or transfer them.**

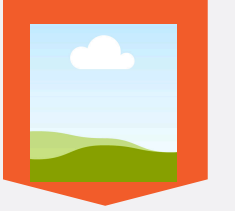
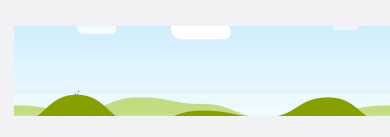
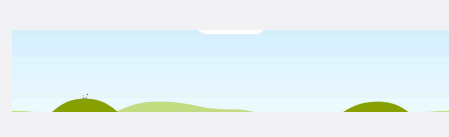
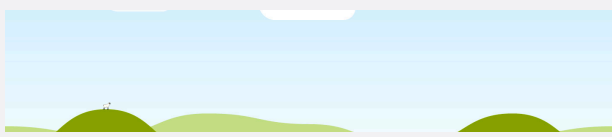
Audiences: target users, peers, policy actors, networks.  
Focus: outputs, methods, evidence, lessons learnt.  
Timing: when results are ready and transferable.



Project results

**Both need a plan, clear audiences, suitable channels and evidence.**





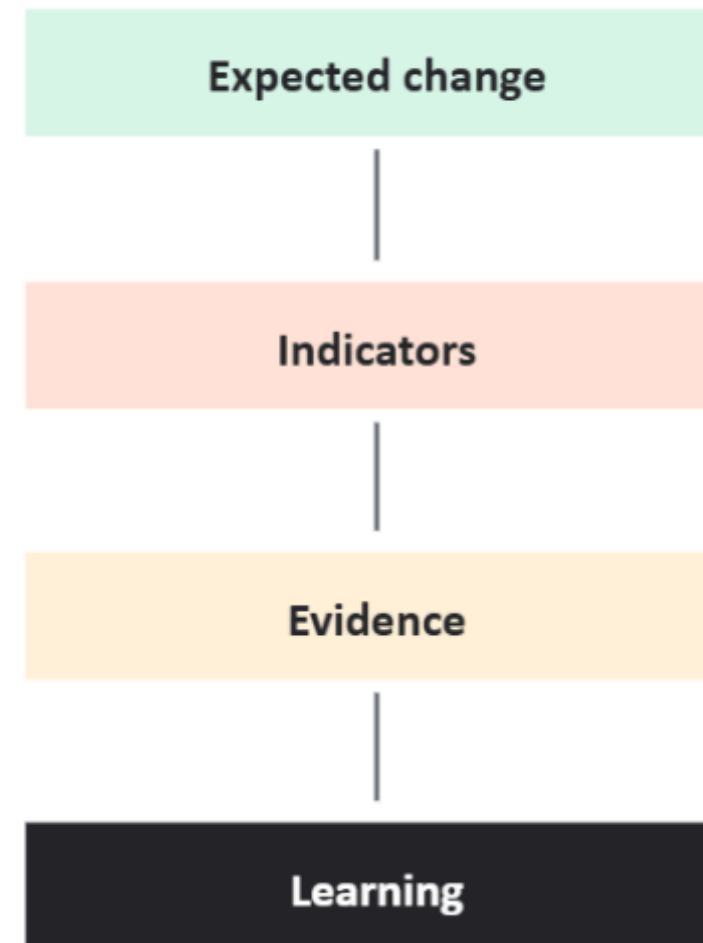
3

## Impact: the change the project creates

Measure what matters

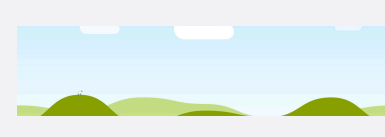
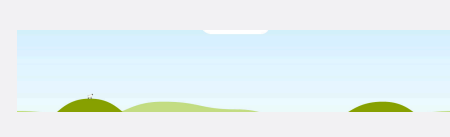
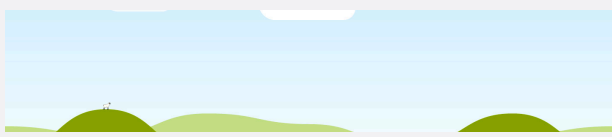


**Impact is not the activity itself.  
It is the difference the activity makes.**



Start with the intended change, then define how you will know whether it happened.





4

## Sustainability: keeping value alive after the project

After funding



**A sustainable Erasmus+ project is one whose benefits, results and practices continue to create value once the grant period ends.**





How to communicate  
**YOUR PROJECT**




**#CommsJourney**

Tell your story.  
Make an impact.

**KIT DE  
COMUNICACIÓN  
ERASMUS+**

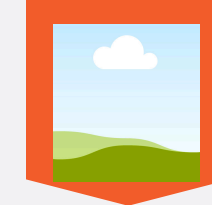
Área de Comunicación | SEPIE

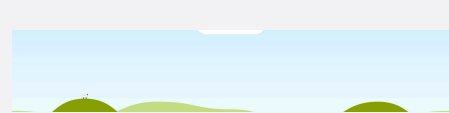
Edición 2023



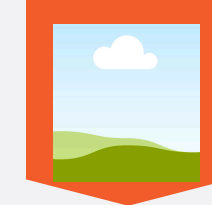


**PARTICIPATION IN ACTION!**  
Promoting inclusion in the Erasmus+ community





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Thank you for your attention!

