



ERASMUS+ STUDENT AND ALUMNI ASSOCIATION

Erasmus+ Promotion Activity Call for applications (2017)

Aim

The overall objective of the Erasmus+ Promotion Call is to **support the worldwide promotion of the Erasmus+ promotion of Erasmus+ programme, skill development and networking for all ESAA partner organisations.**

The European Union wants to increase student mobility to 20% by 2020. The aim of this call is to provide funding for you to organise activities to promote the Erasmus+ programme and contribute to reaching this goal.

Eligibility for Applying

To be eligible to apply for **funding** you need to be a **member** of one of the following four organisations constituting the Erasmus+ Student and Alumni Association (ESAA):

- Erasmus Mundus Student and Alumni Association (EMA)
- Erasmus Student Network (ESN)
- garagErasmus (gE)
- OCEANS Network

Note: Although only one person is required as a contact point, groups are encouraged to apply as long as a member of the group is a member of the above mentioned organisations. The application should include proof of membership of one of the ESAA organizations (for example; a screenshot of website, ESN Galaxy Account, garagErasmus Link).

Actions

To promote the Erasmus+ programme, you can organise a wide range of activities. Be creative and think of how to reach the biggest impact. Example activities are: pre-departure orientation events, flag parades, mobility fairs, language tandems, awareness campaigns, workshops or conferences related to international student mobility, sport activities promoting mobility, school visits, etc. Activities should aim at creating awareness of Erasmus+ student mobility and its multiple benefits for the participants and their communities.

Target Audience

Activities are supposed to (i) reach out to individuals or groups to create awareness about and promote Erasmus+ student mobility, (ii) empower the alumni as ambassadors of Erasmus+. Potential target audiences can be: high school students, university students that have not been



on Erasmus+ yet, young professionals and the general public that is not aware of the possibilities within the Erasmus+ programme.

Geographical Scope:

Activities can be organised in all programme and partner countries of Erasmus+. You can find a full list of eligible countries [HERE](#).

Budget

The total budget provided under this call is 20,000 euro. The budget is divided between [Programme and Partner countries](#) with an 50% and 50% ratio. Be aware that an individual can apply only for one activity.

You can apply for maximum funding **up to 2,000 EUR** per Project application.

How to apply

Simply fill out the **Application Form** and send it to the Erasmus+ Promotion Working Group: promotion@esaa-eu.org

Timeline and rules of procedure

- Applications are accepted until **20th August 2017 on a rolling basis**.

Applications can be submitted continuously until the deadline as stated above. The Evaluation Committee will evaluate and approve/reject the received applications on the 1st of each month. Therefore, we encourage you to submit your application earlier!

- **Event Implementation:** all events must be completed by **31st October 2017**

Service provider - ICUnet.AG

- Costs incurred directly by the organizers (as agreed in the application) will be reimbursed by ICUnet.AG upon submission of the online reimbursement form after the event together with all originals receipts accounting for the events expenses. **Online reimbursement form must be submitted within 2 weeks after the event.**
- **Events are being pre-financed by the organizer him/herself. ICUnet.AG will support the organizers and can take over bookings above EUR 200 if necessary.** However, the applicant must provide the correct bank transfer and invoice details, and it will take a minimum of 7 working days to make the transfer. Small amounts must be pre-financed by the organizer and will be reimbursed afterwards. Please check [here](#) the reimbursement rules for self-organized events.
- Make sure to plan the event accordingly. To qualify for reimbursement, **SCAN of original receipts of expenses must be mailed to ICUnet immediately after the event.** Please note that ICUnet will double check the proposed budget allocation and, if necessary, it will need to be adapted by the applicant.



- ICUnet will support the selected Applicants with **ESAA promotional package (banner/flag, notebooks, pen, etc)**. Also, selected Applicants will receive printable version of ESAA logo and ESAA and Erasmus+ Power Point Presentation for their event.

Post-event promotion

- **A NewsLetter and a General Report including three high quality photos** must be submitted to the following email addresses **within two weeks after the completion of the event**. The news item and the pictures submitted **must follow the co-branding rules** attached to the Open-Call at the website. Only selected and successful applicants will receive Report and NewsLetter Template.
 - the ESAA Communication Team (communication@esaa-eu.org);
 - Evaluation Committee: (promotion@esaa-eu.org); and
 - Service provider ESAA: (service@esaa-eu.org)

Tips for the organisation of the event

- Have clear goals and outcomes
- We encourage you to **collaborate with members of other ESAA organisations** on event preparation and implementation
- One of the main criteria for evaluation is cost-efficiency and the budget should be balanced according to the number of participants and expected impact.
- **Plan in advance: contact the Communications team communication@esaa-eu.org to promote the event on ESAA website and social media at least two weeks before organizing it.** Consider creating a Facebook event to invite the local target audience. If you are hosting your event at a university, consider asking them to help you promote the event. **Have a designated photographer and take notes.** Increase the visibility of the event.
- Encourage post-event communication/collaboration
- **Find a free venue** to host the event. Usually universities and EU delegations in your country can provide you with a free venue. Universities can be contacted directly – usually the International Relations Office of the University will be able to support you
- Include a 10% safety fund in your budget planning
- Event gadgets and other promotional materials should be included in the budget. Please, note that you will receive ESAA promo pack, thus, try to reduce you promotion expenses

Mentorship

If you have an idea for an event but have never organized anything similar, contact us:
promotion@esaa-eu.org

Contacts and feedback

Evaluation Committee: promotion@esaa-eu.org



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Service provider ESAA: **service@esaa-eu.org**