# COMMUNICATING PROGRAMME RESULTS AND IMPACT IN THE CONTEXT OF THE 40TH ANNIVERSARY OF ERASMUS

**Background**

2027 is the 40th anniversary of Erasmus. The programme was established by a Council decision of 15th June 1987 and began with 11 countries and around 3,200 students. Starting with student exchanges, the programme now covers school education, vocational education and training, higher education, adult learning, youth and sport, and more than 16 million people have taken part over the four decades. The 40th anniversary is an opportunity to show the value the programme has created – new competencies, experience beyond one's own country, confidence and lasting connections across Europe – and the difference it makes in people's lives. The anniversary belongs to all fields, and it is a year of occasions rather than a single event.

The anniversary also falls at a particular moment: the next programme generation 2028 - 2034, and its budget, is being prepared and decided while the anniversary is celebrated. Communication should therefore not only celebrate what Erasmus+ has achieved but also carry the aims, values, increased budget and expected impact of the next programme, reaching decision-makers in good time alongside the wider public and current/future participants.

Preparations are already under way. At European level, a campaign is being prepared around five orientations: forward-looking, evolution-focused, inclusion at its heart, citizen-oriented, and high-visibility, with a citizen-facing moment in June 2027. Among National Agencies themselves, they range from alumni initiatives to year-long national programmes and awareness surveys.

Externally, Erasmus+ is perceived as a single programme. Our communication, however, is often produced field by field, each with its own audiences, channels and results to report. From the outside, Erasmus+ can therefore sound like three or four separate programmes that share the same name.

It is also still seen primarily as a higher education programme, even though every field contributes to its reach and inclusion ambitions, each with its own audiences, settings and ways of learning. The question is therefore not whether Erasmus+ should tell one story, but what that story is made of, and what each field must put into it.

The question for this discussion is how to communicate the results and impact of Erasmus+ so that these audiences hear one programme with 40 years behind it - without any of its fields being lost along the way.

**Points for Discussion**

1. **What the one story is made of**
   Which results and achievements belong to the shared story of 40 years that decision-makers and the general public should hear? What would each field need to find in that story to recognize itself in it?
2. **Reaching beyond the audience we already hold**
   Some audiences already know Erasmus+; others - including some decision-makers - still see it as a student-exchange scheme and underestimate its reach. We all agree that showing a more diverse picture of impact - through learning mobilities but also through volunteering, youth work, non-formal learning or grassroots sport - would help ensure a strong future programme and its budget. How prominently should these fields feature in the shared story if we want to reach the audiences we miss today?
3. **What we could do together in 2027**
   We could collaborate with other national agencies to mark the 40th anniversary through activities such as sharing datasets, jointly collecting stories, organizing joint events, and partnering with the media or alumni, etc. Data is important because decision-makers need reliable evidence on scale, reach, inclusion, and long-term impact. Stories alone cannot provide this. How could national agencies combine these elements to mobilize decision-makers in a timely and effective manner?