EUROPEAN UNION | Erasmus+

Phase 2
Project Implementation

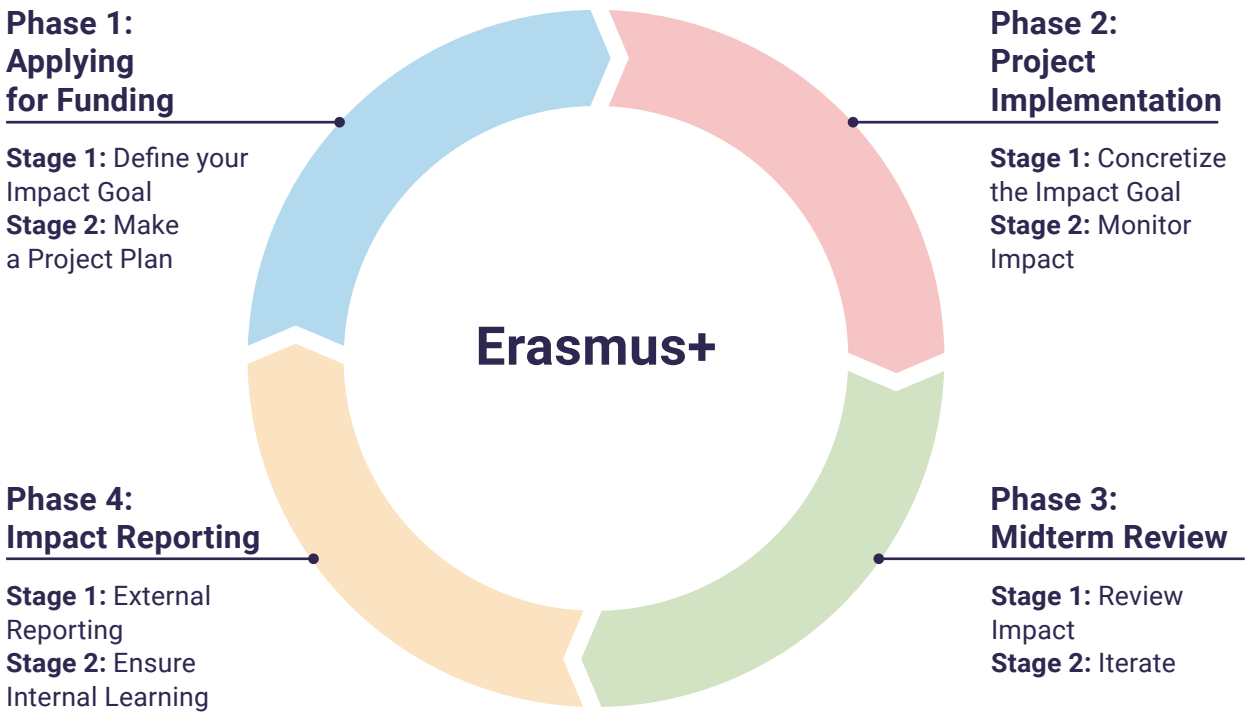
Impact Toolkit for Erasmus+ Beneficiaries

2025 | Original content and templates

Toolkit Structure

This toolkit is structured around a project cycle consisting of four phases, each essential for the success of any Erasmus+ project. This cycle provides an overview for project coordinators, even those new to the process. However, it is important to keep in mind that the cycle is a bit of a simplification: in real-world projects, the phases will sometimes overlap, and some steps may come before others. Below each step, you can find concrete impact tools that you can use during your project.

This toolkit contains nine impact tools. Each tool is described in detail to outline the purpose of the tool, and simple step-by-step instructions for using the tool in practice. The toolkit contains examples of what the final output of a tool may look like. At the end of the document you find all the templates for the tools that can be printed out and filled by hand. However, do not let the design of the tools limit your creativity – the tools are designed to give flexibility to beneficiaries. You can take the core idea of the tool but make your own digital version of it, or take a tool from one phase but apply it in another. The toolkit is a compass and not a map – what matters is that it helps you think about impact in your daily work.



Let's break down each phase and its associated stages:

By following this structured approach, even those new to project coordination can effectively manage their Erasmus+ projects, ensuring they not only meet administrative requirements but also create meaningful, lasting impact. The toolkit provides concrete methods and approaches for each step of the project.

Phase 1: Applying for Funding
This initial phase sets the foundation for your project.

Stage 1: Define your Impact Goal
Here, you will articulate what change you want to see as a result of your project. This could be, for example, improving language skills, enhancing cultural understanding, or developing professional competencies.

Stage 2: Make a Project Plan
Outline how you will advance your impact goal. This includes detailing activities, timelines, and resources needed.

Phase 2: Project Implementation
This phase is where your plans come to life.

Stage 1: Concretize the Impact Goal
Transform your broad impact goal into specific, measurable or observable, objectives. For example, "improve language skills" might become "70% of participants will advance one CEFR level in their target language."

Stage 2: Monitor Impact
Regularly check if you are on track to meet your objectives. This might involve surveys or detailed note-taking during your project.

Phase 3: Midterm Review
Halfway through, it is crucial to assess your progress and make necessary adjustments.

Stage 1: Review Impact
Evaluate how well you're on the road towards the impact goals. For example, are participants showing the expected improvements?

Stage 2: Iterate
Based on your review, make any needed changes to better align the project with its goals. This could mean adjusting activities or reallocating resources.

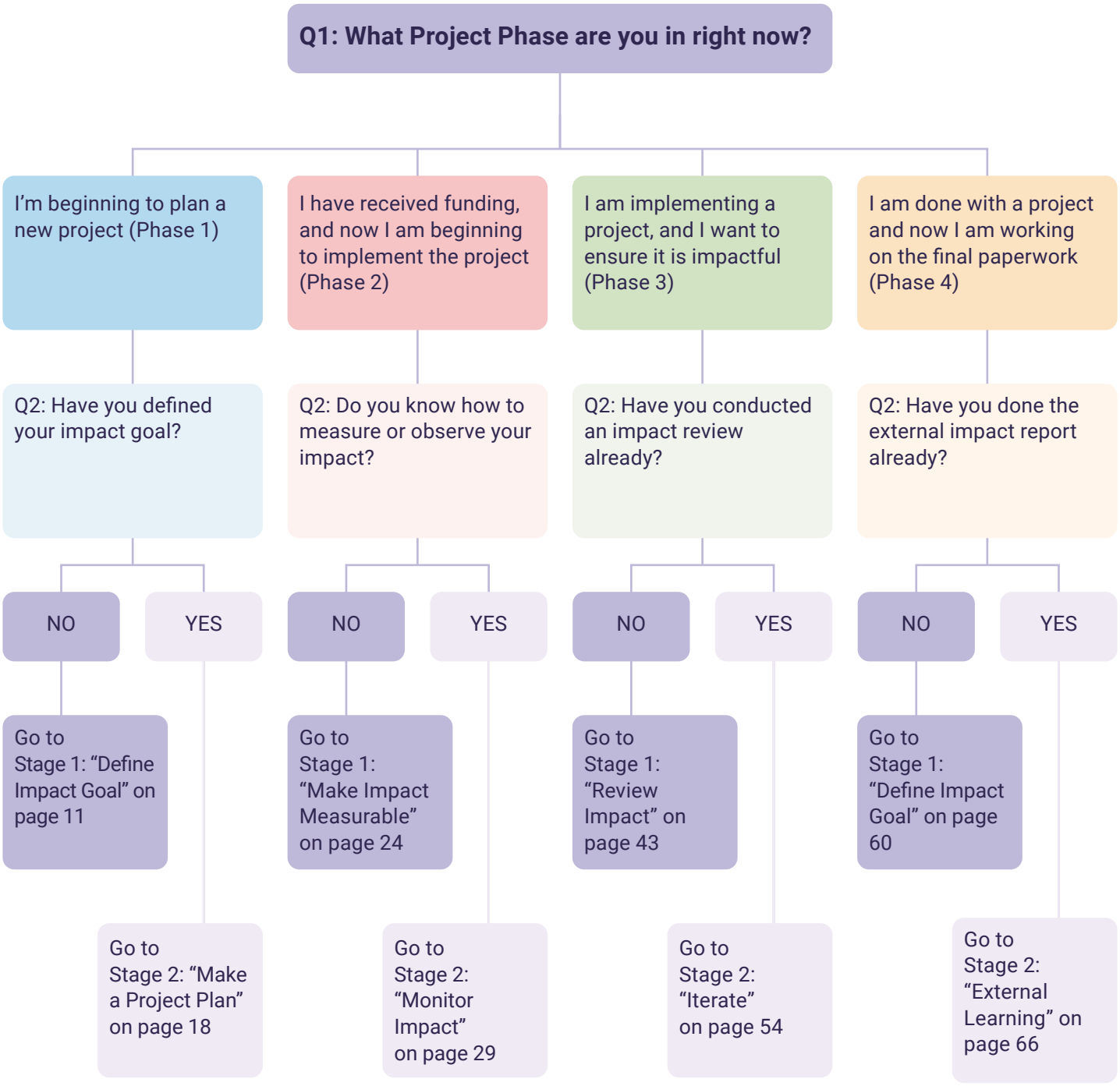
Phase 4: Impact Reporting
As your project concludes, it is time to report your results and learn from the experience.

Stage 1: External Reporting
Prepare a comprehensive report for your funders, detailing your achievements, challenges, and signs of impact.

Stage 2: Ensure Internal Learning
Reflect on the project within your team. What worked well? What could be improved? Use these insights to enhance future projects.

User Instructions

Are you unsure of which tool that you are in need of right now? Use the decision-tree below to get a sense of which part of the toolkit that could be of most use to you!



PHASE 2

Project Implementation

STAGE 1

Make Impact Measurable

Tool: Impact Mind Mapping

What is it? Impact Mind Mapping is a diagram-based tool where a specific activity is placed at the center. Around it, participants map milestones, desired immediate impacts, and hypothetical intermediate and long-term impacts. The tool asks participants to identify indicators for the impact, i.e., qualitative or quantitative changes that can be used to track or measure impact.

When to use it? Use the Impact Mind Mapping tool when designing or evaluating specific activities within an Erasmus+ project. It is particularly effective for understanding the ripple effects of an activity from immediate to long-term impact. You can also use this tool to find concrete indicators for measuring the impact of your project's activities.

Why use it? This tool helps visualize how a single activity contributes to broader project goals by mapping its direct and indirect impacts over time. It promotes strategic thinking and ensures activities are meaningfully aligned with desired long-term outcomes.

Step-by-Step Guide

Tip!

You can also find many different platforms for easy mind mapping online, here are some well-functioning examples:

Miro

MindMup

Canva

When using another platform, use different colours for different levels of effects to make it easier for you to understand and analyse your mindmap.

Step 1 **Activity:** Clearly define the activity to be analysed. Place it in the (pink) circle in the bottom. Look at tool 2 for a clear definition of activities.

Step 2 **Milestones:** Write down of the milestones, i.e., the immediate effects of the chosen activity on the circles connected to your activity circle. Feel free to draw as many milestone circles as you see fit for your project.

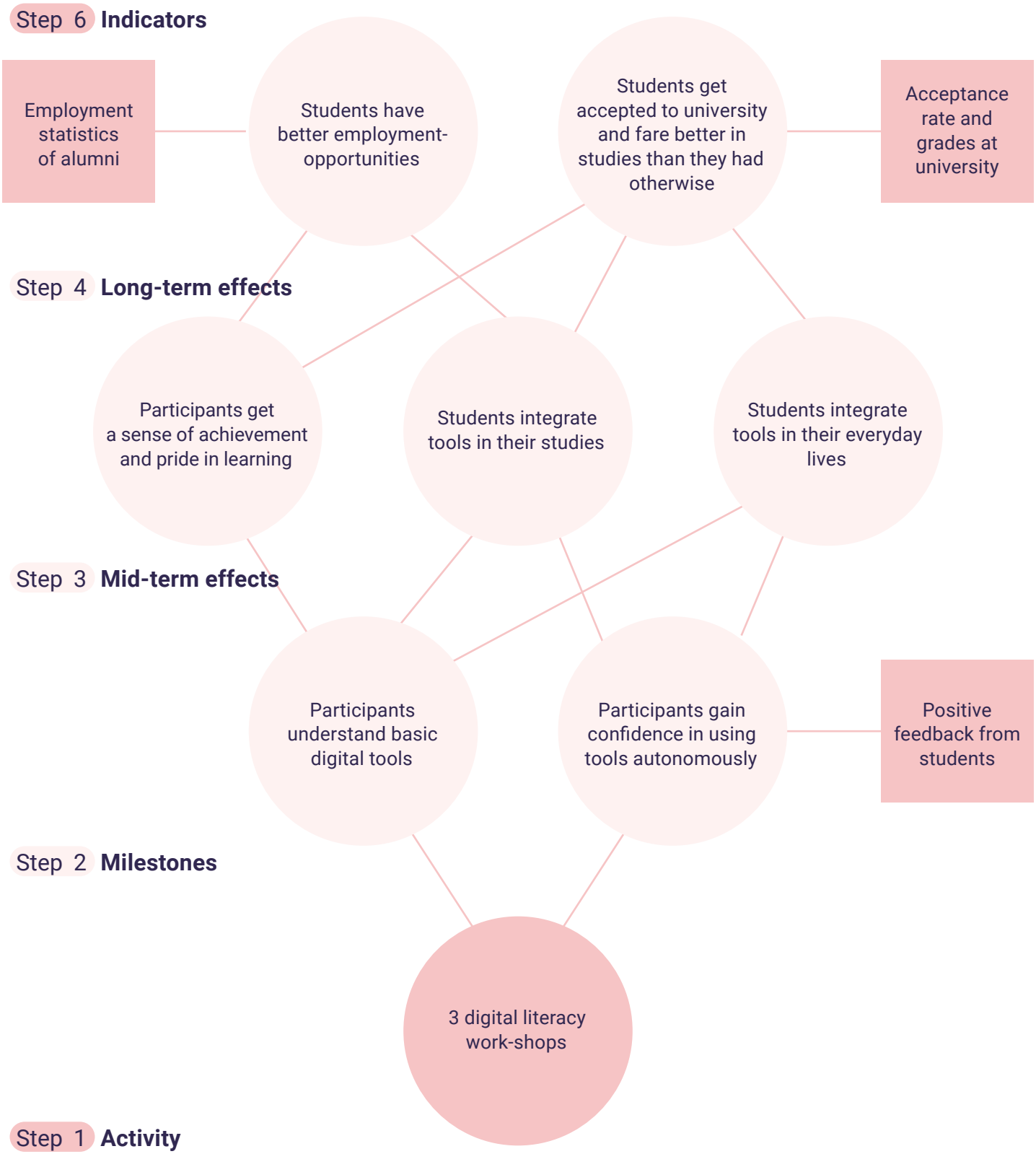
Step 3 **Mid-term effects:** Look at each milestone individually and think, what kinds of effects that milestone may have. The possible effects may be either positive or negative. Try to come up with also some possible unintended consequences. All these intended and unintended consequences are the possible mid-term effects of your activity. You can again draw as many new circles as you wish.

Step 4 **Long-term effects:** Look at each mid-term effect individually and map different effects that they may have. Again these effects may be positive or negative, intended or unintended. These are your activity's possible **long-term impacts.** Draw as many circles as you need.

Step 5 **Hidden effects:** Look at the different long-term effects – are there some themes that are strongly present in different branches of your mind map? These strong themes are examples of the impact your project. Compare the different long-term effects – are there some surprising themes that you wouldn't have expected? These may be possible hidden effects of your project.

Step 6 **Indicators:** Choose the most hoped-for long-term effects and think of quantitative or qualitative indicators that could measure these effects (squares). You can also choose indicators for some of the possible negative long-term effects for risk monitoring and mitigation.

Tool: Impact Mind Mapping [Example]



Tool: Impact Mind Mapping

PRINT OUT

Step 1: Activity
Step 2: Milestones
Step 3: Mid-term effects
Step 4: Long-term effects
Step 5: Hidden effects
Step 6: Indicators

Step 6 **Indicators**

Step 4 **Long-term effects**

Step 3 **Mid-term effects**

Step 2 **Milestones**

Step 1 **Activity**

Make Impact Measurable Additional Tools

Outcome Metrics: Outcome metrics is a simple approach to measuring whether your project is achieving its desired outcomes.

Logic Models: Logic models provide a visual representation of the relationship between resources, activities, outputs, and outcomes in a project. They help organizations track progress and evaluate effectiveness by identifying key components and corresponding indicators.

Impact Framework Builder: This tool allows organizations to define dimensions of impact, set specific objectives, and add Key Impact Indicators (KIIs) that will be used to measure success. It facilitates the development of a structured approach to impact measurement.

Measurement plan: This template helps organizations generate ideas for measurable aspects of their impact goals and categorize them effectively. It serves as a practical guide for developing specific indicators that can be tracked over time.

STAGE 2.1

Monitor Impact

Tool: Micro Follow-Up Surveys

What is it? Micro follow-up surveys are short questionnaires, typically of no more than 5 questions, designed to capture feedback on specific activities, outcomes, or experiences. Delivered via email, messaging apps, or online forms, they emphasize simplicity and convenience for participants.

When to use it? Micro follow-up surveys are ideal for gathering real-time feedback from Erasmus+ project participants throughout the project. Use them weekly, daily, or at key milestones to track progress, understand experiences, and identify areas for adjustment.

Why use it? These surveys are quick, easy, and low-threshold, encouraging higher response rates and honest feedback. They provide timely insights that help ensure the project stays responsive to participant needs and expectations. Further, the data can be analyzed at the end of project evaluation to capture development over time.

Step-by-Step Guide

Step 1 **Decide the focus:** Decide on the specific topic for each survey (e.g., satisfaction with a recent activity or insights into a particular challenge). Keep it focused to maintain brevity.

Step 2 **Design:** Design your surveys using the template provided on the next page.

Step 3 **Choose the platform:** Select an accessible and familiar platform for participants, such as Google Forms, Typeform, or embedded surveys in emails or messaging apps. See the next page for proposed platforms.

Step 4 **Send regularly:** Schedule surveys at consistent intervals, such as after weekly activities or significant project events. Clearly communicate their purpose and estimated completion time (e.g., “This will take 2 minutes”). You can ask participants to fill the survey at in-person events to increase the response rate.

Step 5 **Analyze the responses:** Review the data promptly to identify patterns, trends, or areas needing improvement. Summarize feedback in a clear and actionable format for your team.

Step 6 **Follow up:** Share results and any planned changes with participants to show their feedback is valued. This fosters trust and encourages continued engagement.

Micro Follow-Up Survey

When to use? During project to track gradual change or follow participant's well-being or satisfaction.

When not? When you need in-depth qualitative information from the participants.

How often? Depending on the project: once a day, once a week, after each event.

Tips!

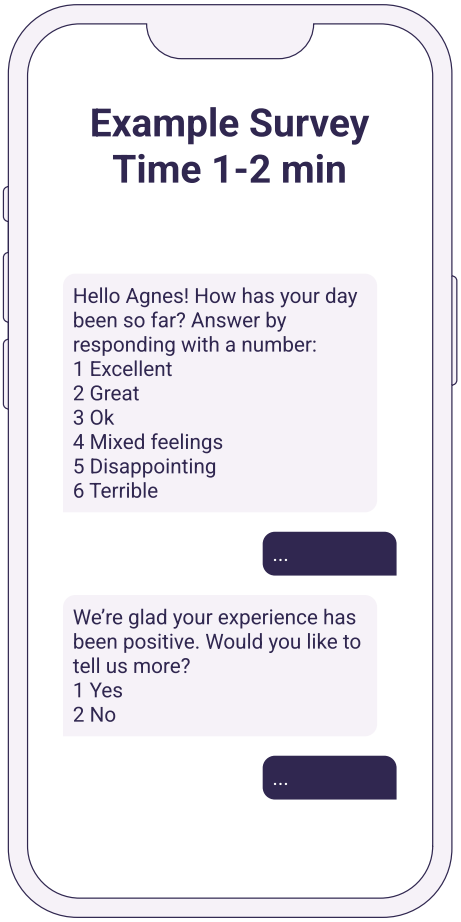
How to reach participants?

- Text message, Whatsapp/ Telegram
- QR-code at the end of an event
- Email
- Project's social media

Which survey platform to use?

- Whatsapp/Telegram poll
- **Google Forms**
- **Mentimeter**
- **Surveymonkey**

See our sample survey on Google Forms **here.**



How to ask good questions?
Make them SMART!

Specific:	relates to concrete activities
Measurable:	gathers quantitative data that is comparable
Action-oriented:	asks about concrete actions
Relevant:	related to recent experience
Time-bound:	related to e.g. Today's activities

Multiple-choice questions: E.g. scale from 1–5, verbal options, pick an emoji 😡😢😕🙂🤩

Open questions: Asks participant to write an answer

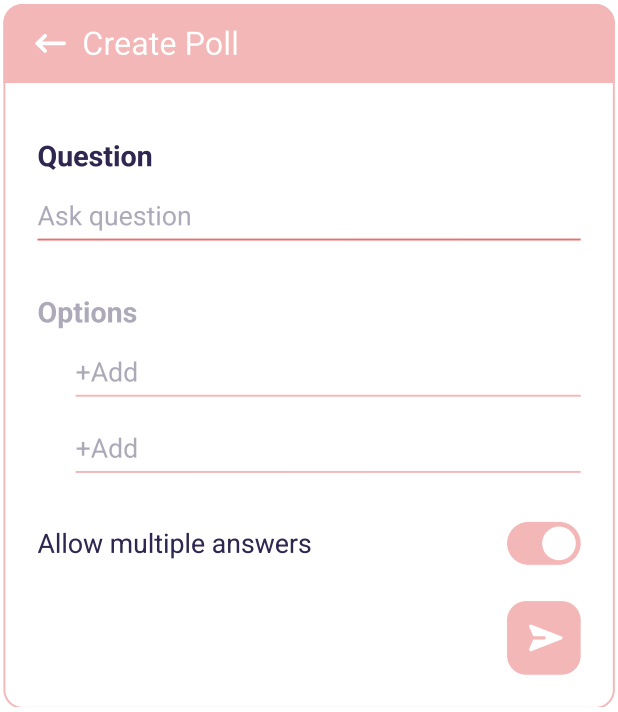
How many questions? Depending on how often the survey is done, preferably 1–6 questions. People get bored of surveys very quickly, less is more! Tip! You can also make some of the questions obligatory and leave some optional to increase the number of responses.

See the following pages for examples.

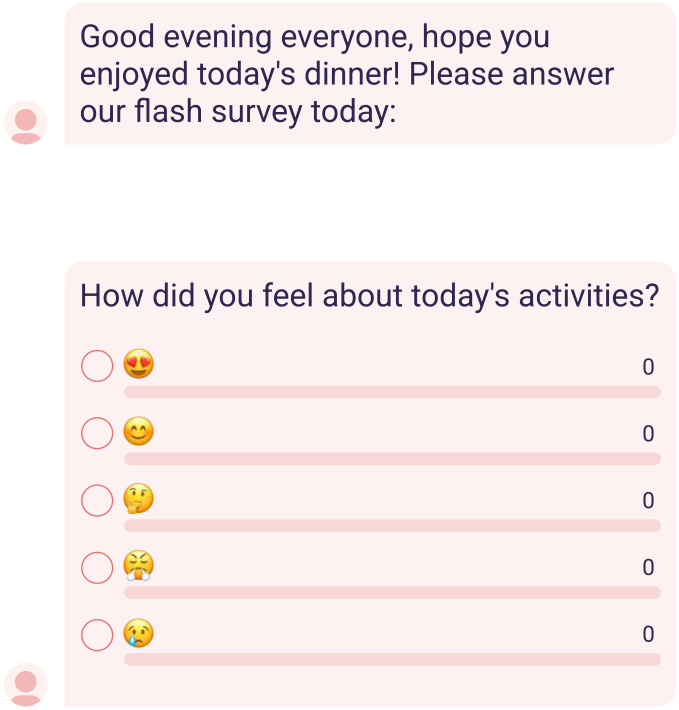
Tool: Micro Follow-Up Surveys – Shorter Version [Example WhatsApp]

Step 1 **Choose a platform.**



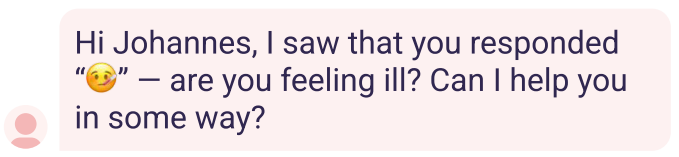


Step 2 **Make a short survey and share it on your chosen platform.**



SMART questions: specific, measurable, action oriented, relevant and time-bound
1–3 multiple choice questions

Step 3 **Analyze the results and take action!**





Tool: Micro Follow-Up Surveys – Shorter Version [Example Google Forms]

Step 1 **Choose a platform.**

Step 2 **Make a survey.** (1–6 questions)

Erasmus Exchange Check-In Survey

Thank you for taking a moment to share your thoughts! This quick survey will help us understand your experience each day.

I felt engaged in today's activities. *

	1	2	3	4	5	
Not at all	○	○	○	○	○	Very much

I felt supported by the program staff and host institution today. *

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

I learned something new today. *

- ☐ Academically
- ☐ Culturally
- ☐ Personally
- ☐ Nothing
- ☐ Other:

What was the highlight of your day?

Your answer

What did you find negative, challenging or difficult today?

Your answer

Do you have any suggestions to improve tomorrow's activities?

Your answer

Submit

SMART questions: specific, measurable, action oriented, relevant and time-bound 1–3 multiple choice questions

Step 3 **Share the survey frequently.**

Good evening everyone and thank you for this day! 🪷 Please take 1–2 min again to respond to this short survey, it's important for us to know how you are feeling and how the experience is going so far! https://docs.google.com/forms/erasmusexperience

Step 4 **Analyze the results and take action!**

Good morning everyone! Thank you for being active answering our short surveys. Based on your feedback many of you are feeling tired, so today we've decided to have a small change of plan and take you out to the city center in the afternoon! Let's have a productive morning and then a fun afternoon exploring the old town together! 🏰

STAGE 2.2

Monitor Impact

Tool: Impact Diary

What is it? An Impact Diary is a reflective journaling tool where those responsible for the project make daily or weekly entries. These notes focus on observations, stories, and subtle behavioral changes that illustrate the project's impact.

When to use it? Use the Impact Diary tool throughout the Erasmus+ project to document subtle, qualitative changes that may not be easily captured with traditional quantitative tools. It is particularly useful for tracking behavioral shifts, cultural exchange outcomes, or personal growth among participants.

Why use it? The Impact Diary encourages project staff to engage in reflective practice, fostering an awareness of nuanced project outcomes. It helps capture rich, anecdotal evidence and provides a deeper understanding of the project's impact on individuals and communities over time.

Step-by-Step Guide

Step 1 **Design the diary:** Create a Diary file where the reflections can be documented. This can be e.g. a Word document or an Excel file. Use the template on the next page for inspiration on how to structure the diary prompts.

- You can reformulate the questions on the template to match your project activities.
- You can choose to have a shared diary with your colleagues but this is optional!

Step 2 **Schedule regular entries:** Choose whether you want to make impact reflections on a daily and/or weekly basis. Dedicate time daily or weekly to document observations. Consistency ensures no subtle changes are overlooked.

Step 3 **Observe and reflect:** Pay close attention to participants' interactions, attitudes, or skills. Document specific examples, quotes, or situations that illustrate impact. Include details about the context, such as the activity or setting, to provide a complete picture of the observed change.

Step 4 **Analyze periodically:** Review diary entries weekly or monthly to identify recurring themes or trends. Look for patterns that reveal deeper project outcomes.

Step 5 **Share insights:** Summarize key observations for team discussions or reports. Use these insights to complement quantitative data in Erasmus+ evaluations, showcasing the project's qualitative depth.

Tool: Impact Diary [Example]

DATE	MOOD	NOTES	DAILY REFLECTION
Mon 1		I met the group for the first time, we had an introduction round and I explained the practicalities of the course. They were very reserved, didn't really talk. Some listened and some very quite restless and lost in their thoughts.	
Tue 2		We had our first training session. The group was very quiet again. Some of the students seemed interested.	
Wed 3		Second session. One boy asked a genuine question, which I was very happy about. Otherwise the group was silent. During the last 30 min one boy was very restless and the whole group lost their focus.	
Thu 4		No activities today	
Fri 5		We played a game, which got the whole group engaged for the first half. The group was somehow more focused also in the latter half.	
Mon 8		Training session. The group seemed rested, they were surprisingly active overall compared to last week.	
Tue 9		Session. For the first time there was a substance related conversation in which multiple students took part in, very encouraging for me.	
Wed 10		No activities.	
Thu 11		Session. The group was quite chatty, they were responsive to me but also got distracted quite many times. They seem to be more comfortable with each other.	
Fri 12		Session, you could tell that it's Friday. Quite similar to yesterday, very chatty. The students were planning activities for the weekend together, a very good sign.	

Tool: Impact Diary [Example]

WEEK	MOOD	NOTES	WEEKLY REFLECTION
Week 1		Some of the students are perhaps opening up a bit, they've started to speak more. Static sessions seem to cause restlessness. Playing a game was good, they seemed to interact more with each other after it. It's difficult because many of the things are such that it's difficult to gamify them.	
PATTERNS			
CHALLENGES			

Tool: Impact Diary [Example]

MONTH	MOOD	NOTES	MONTHLY REFLECTION
July		Overall, things are moving in a positive direction. At the beginning students were nervous to make grammar mistakes when talking, but now I hear them laughing about their own mistakes. They've learned to know and like each other, which has brought about a major shift: it seems as though for most of them, language has turned into a means to connect with each other, not the goal itself, so they're using it as much as they can, no matter the mistakes. A few small takeaways from this month: Games help a lot: Playful activities really boost energy and get the group interacting. Mix it up: Static sessions can make them restless, so a bit of variety goes a long way. Pay attention to individuals: Not everyone opens up at the same pace – some need a bit of extra encouragement. We shouldn't plan activities with only the active students in mind.	
PATTERNS			
LESSONS LEARNED			
Games help a lot Mix it up Pay attention to individuals			

Tool: Impact Diary

PRINT OUT

USE ONLINE

Step 1: Design the diary
Step 2: Schedule regular entries
Step 3: Observe and reflect
Step 4: Analyze periodically
Step 5: Share insights

DATE	MOOD	NOTES	DAILY REFLECTION
			
			
			
			
			
			
			
			
			
			

Tool: Impact Diary

USE ONLINE

PRINT OUT

Step 1: Design the diary
Step 2: Schedule regular entries
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Step 5: Share insights

WEEK	MOOD	NOTES	WEEKLY REFLECTION
			
PATTERNS			
CHALLENGES			

Tool: Impact Diary

PRINT OUT

USE ONLINE

Step 1: Design the diary
Step 2: Schedule regular entries
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MONTH	MOOD	NOTES	MONTHLY REFLECTION
			
PATTERNS			
LESSONS LEARNED			