

#ERASMUSDAYS

COVERAGE  
& IMPACT  
2022



58 COUNTRIES 6 295 EVENTS

[erasmusdays.eu](https://erasmusdays.eu)



Erasmus+

Hayatları zenginleştirir, ufukları açar.

#ERASMUSDAYS

13, 14, 15

Ekim

2022

[www.erasmusdays.eu](http://www.erasmusdays.eu)



TÜRKİYE ULUSAL AJANSI  
TURKISH NATIONAL AGENCY

AVRUPA  
GENÇLİK  
YILI



## #ERASMUSDAYS, CELEBRATING EUROPE



Created in 2017 by the Erasmus+ France Agency / Education Training, the #ErasmusDays have become an essential European celebration for citizens and stakeholders in the sectors of education, training and youth.

The aim of this event is to provide information on the opportunities offered by Europe in the field of education, training and solidarity. The #ErasmusDays are an opportunity for all those participating in the programme to showcase their projects and/or to share their Erasmus+ experience.

Primary/secondary schools, apprenticeship training centres, local missions, universities, associations, local authorities, employment agencies, companies... **All of these actors, covered by the Erasmus+ programme, can organise an event during the #ErasmusDays.**



## #ERASMUSDAYS 2022, KEY FIGURES

The #ErasmusDays 2022 took place on the 13, 14 and 15 October under the High Patronage of the European Commission, the European Parliament and the President of the French Republic, Mr. Emmanuel Macron.



In line with the 35th anniversary of the programme and the European Year of Youth which took place in 2022, the theme of the event was ***"Sharing our European values, with the youth of today and tomorrow: for 35 years now and many more to come"***. Three days of events, meetings and exchanges were organised throughout Europe and beyond.



Thanks to the various promotional activities carried out since 2017, the #ErasmusDays have become a renowned event, with more and more beneficiaries involved each year. In 2022, Erasmus+ project leaders organised almost 6,300 events. A new record!



### IMPLICATION AT A EUROPEAN AND INTERNATIONAL LEVEL

Every year, all of the different countries involved in the Erasmus+ programme participate in the #ErasmusDays. In 2022, **42 National Agencies coordinated actions across Europe.**

Events also took place in the rest of the world with the help of the networks of European embassies and local Erasmus+ project partners.



*Despite the conflict in the country since February 2022, **Ukraine** managed to organise **66 events.***



All of the 2022 #ErasmusDays events may be consulted at [www.erasmusdays.eu](http://www.erasmusdays.eu) (until 15 April 2023).



France (1,635), Turkey (973), Spain (648), Italy (471), Romania (436), Greece (282), Poland (238), Croatia (221), Portugal (159), Czech Republic (145), Germany (110), Slovakia (105), Hungary (97), Bulgaria (86), North Macedonia (71), Slovenia (68), Ukraine (66), Austria (63), Belgium (57), Serbia (47), Algeria (40), Cyprus (34), Republic of North Macedonia (27), Sweden (25), Finland (24), Latvia (23), Armenia (15), Malta (14), Lithuania (11), Netherlands (10), Albania (9), Georgia (9), Kosovo (8), Luxembourg (8), Moldova (7), Uzbekistan (7), Lebanon (6), Estonia (5), Sri Lanka (4), Bosnia and Herzegovina (3), Iceland (3), Tunisia (3), Iraq (2), Ireland (2), Kazakhstan (2), Liechtenstein (2), Nigeria (2), Afghanistan (1), Democratic Republic of Congo (1), Denmark (1), Ecuador (1), Indonesia (1), Kyrgyzstan (1), Mongolia (1), Norway (1), Peru (1), Senegal (1), UK (1).



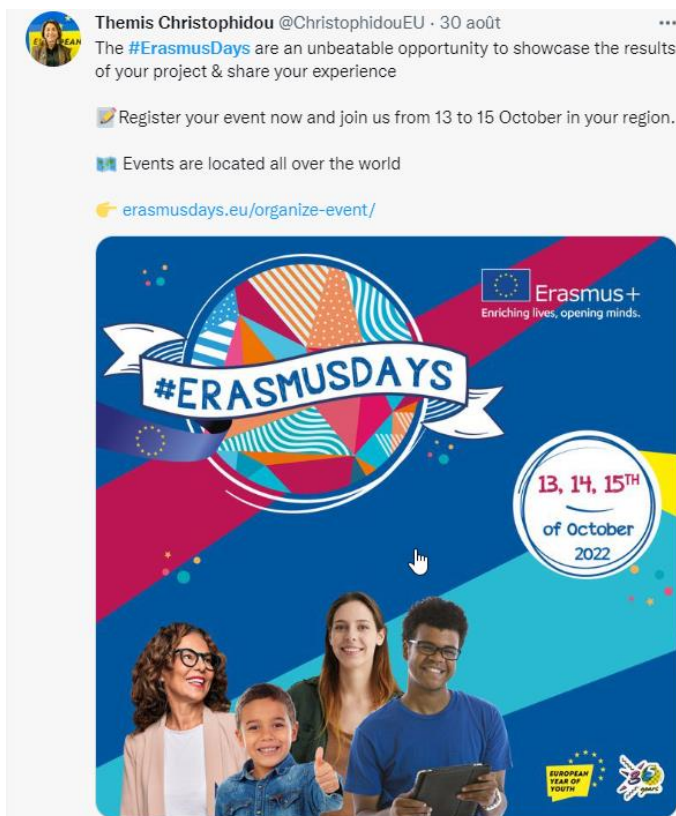




## SUPPORT FROM EUROPEAN INSTITUTIONS



The European Commission and the President of the European Parliament granted their High Patronage to the #ErasmusDays. Their support via social networks and active participation on the ground strongly influenced the outstanding result of the 2022 edition!



**Themis Christophidou:** Director General of DG Education, Youth, Sport and Culture



**Mariya Gabriel:** European Commissioner for Education, Culture, Multilingualism and Youth



**Ilana Cicurel:** Member of the European Parliament

**Salima Yenbou** @salima\_yenbou · 22h  
 Aujourd'hui, je suis à Paris pour le lancement des #ErasmusDays 2022

C'est avec plaisir que je prononcerai le discours d'ouverture de cet événement

Une occasion de célébrer les succès d'Erasmus+ mais aussi d'échanger et de répondre aux questions des bénéficiaires!



**Erasmus+** @EUErasmusPlus · 13 oct.  
 #ErasmusDays are on!

Europe wouldn't be the same without #ErasmusPlus.

Join us on 13-15 October to celebrate the programme's achievements and inspire the next Erasmus+ generation with your life-changing stories!



europa.eu  
 Erasmus Days are on!

**Salima Yenbou: Member of the European Parliament**

**Commission européenne** @UEFrance

Cette semaine, nous célébrons le programme #Erasmus avec les #ErasmusDays!

Alors que l'emblématique programme européen fête cette année ses 35 ans, plus de 4 000 événements sont organisés à travers le monde

Plus d'informations ↓

@ErasmusplusFR @EUErasmusPlus



erasmusdays.eu  
 #ErasmusDays | 13, 14 & 15 octobre 2022

**Erasmus+** @EUErasmusPlus · 24 min  
 SAVE THE DATE!

#ErasmusDays are back in October with a full range of physical events and initiatives throughout Europe and beyond!

Stay tuned – 13th, 14th, 15th October 2022

Register your event today → [erasmusdays.eu/organize-event/](https://erasmusdays.eu/organize-event/)



87 vues 0:27 / 0:33

# PARTICIPATION OF EUROPEAN ERASMUS+ AGENCIES



AEF-Europe @aef\_europe · 13 oct.  
Joyeux #Erasmusdays 2022! 🇪🇺 🎉 🇫🇷 🇮🇹 🇵🇹

C'est parti pour 3 jours de célébrations autour du programme #ErasmusPlus

➡️ N'oubliez pas de nous identifier pour plus de visibilité

#Erasmus35Years



Erasmus+ Finland @ErasmusPlusFI · 13 oct. 2022

Ylä-Savon ammattiopisto on tehnyt #ErasmusDays'n kunniaksi musiikkivideon, joka kannustaa puhumaan, kokemaan ja toimimaan kansainvälisesti - vaikka sitten rallienglannilla! 🇫🇮

Heittäydä musavideon tunnelmaan tästä  
[youtu.be/twO9RbYWJHc](https://youtu.be/twO9RbYWJHc)

@EDUFI\_VocEd



YSAO ammattiopisto @ysaotweet · 13 oct. 2022

Hyvää #Erasmusdays -päivää! Luvassa tietoa, kokemusta ja vinkkiä kansainvälisyydestä! Heittäydytään päivään YSAOn omalla musavideoilla ja jatketaan klo 12 paneelikeskustelulla. Linkit sivullamme: [ysao.fi/erasmusdays](https://ysao.fi/erasmusdays)  
#kansainvälinen #international #kansainvälisyys #erasmusplus



SEPIE @sepiegob · 17 sept.  
#ErasmusDays 13, 14 y 15 de octubre 2022.

Registra tu evento [erasmusdays.eu](https://erasmusdays.eu)

Esta edición, en línea con el Año Europeo de la Juventud, resaltarà el tema "Compartiendo nuestros valores europeos con la juventud de hoy y de mañana: por estos 35 años y los que vendrán".



NA DAAD @Erasmus\_DAAD · 2h

Jetzt mitmachen bei der #GuessWherasmus Challenge zu den #ErasmusDays2022! Videos mit dem Hashtag teilen oder selbst ein Video erstellen, in dem ein Bild des #ErasmusPlus/Orts gezeigt wird. Wie geht das?

Hier gibt's weitere Infos und die Anleitung  
[eu.daad.de/medien/eu.daad...](https://eu.daad.de/medien/eu.daad...)



Erasmus+ Indire @ErasmusPlusInd · 13 oct. 2022

Al via gli #ErasmusDays 2022! Celebriamo il Programma #Erasmusplus con oltre 4.600 eventi in più di 60 Paesi. Il messaggio di Sara Pagliai, coordinatrice di Erasmus+ Indire per portare un saluto e un grazie a tutti i partecipanti! [erasmusdays.eu](https://erasmusdays.eu)



[youtube.com](https://youtube.com)  
ErasmusDays 2022 - Il messaggio di Sara Pagliai, ...  
Anche quest'anno celebriamo gli #ErasmusDays insieme a tutti i Paesi del Programma Erasmus+. ...



Erasmus+ Latvija @ErasmusPlusLV · 5 oct.

Jau nākamnedēļ notiks #ErasmusDienas!  
Bet līdz šim laikam, aicinām ikvienu piedalīties #GuessWherasmus izaicinājumā, uzminot valsti, kurā persona bijusi/ir/būs Erasmus+.

Uzzini vairāk un piedalies!  
#ErasmusDays #ErasmusPlus #ErasmusPlusLV



[erasmusplus.lv](https://erasmusplus.lv)  
Aicinām piedalīties Erasmus dienu izaicinājumā



## IMPACT VIA SOCIAL NETWORKS

### REACH OF SOCIAL MEDIA POSTS



**63 million** contacts were reached by #ErasmusDays posts/publications (social networks and media coverage)

### #ErasmusDays - geographical distribution of hashtag use



*France was the most active country on social networks, followed by Turkey and then Spain.*

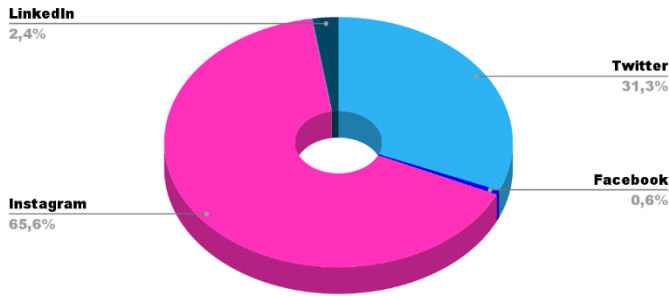
### Languages used



Number of contents created with the hashtag #ErasmusDays

6 833

Mentions

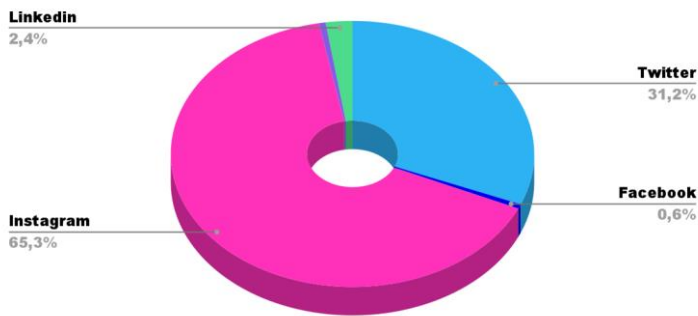


Twitter	2 140
Facebook	39
Instagram	4 480
YouTube	2
TikTok	9
LinkedIn	163

Reach of content (number of people reached)

25 249 581

Reach

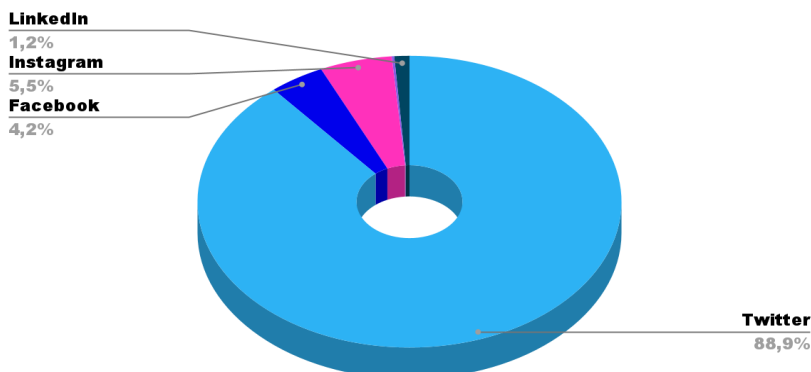


Twitter	7873275
Facebook	143385
Instagram	16482370
YouTube	77
TikTok	151199
LinkedIn	599275

Number of people who liked the content

244 158

Likes



Twitter	217 152
Facebook	10 270
Instagram	13 464
YouTube	3
TikTok	461
LinkedIn	2 808

## #GUESSWHERASMUS CHALLENGE

In 2022, a year marked by the 35th anniversary of Erasmus+ and the European Year of Youth, the Erasmus+ France Agency / Education Training launched a social media campaign, targeting young people (15-25 years old), during the #ErasmusDays with several objectives:

- Create a festive digital event across Europe (adaptable for different countries and languages),
- Unite an Erasmus+ community around shared experiences,
- Attract attention and encourage people to find out more about Erasmus+ opportunities.

This campaign took the form of a TikTok challenge, launched by four French influencers (who had benefited from the Erasmus+ programme). The principle: reproduce some simple dance moves accompanied by music in front of a photo of your Erasmus+ destination, then invite your contacts to guess the destination (#GuessWherasmus) and reproduce the challenge. The campaign was extended to Instagram to facilitate the participation of other actors – European Erasmus+ National Agencies, project leaders, etc. - and to ensure a wider impact for this campaign.

### Results:

- More than 100 videos created by a committed and mobilised community.
- **More than 525,000 impressions, 340,000 people reached, 50,000 "likes"**.
- The #GuessWherasmus was also used on Twitter and LinkedIn.

### Top 5 videos posted on TikTok



6 402 views - 402 likes  
Technicka skola Bjelovar  
TATC  
**Croatia**



2 632 views - 200 likes  
High School St Joseph  
Marvejols (48)  
**France**



2 283 views - 109 likes  
High School Joseph Wresinski  
Angers (49)  
**France**



2 183 views - 54 likes  
Eurodesk  
Europe  
**Belgium**



1 581 views - 46 likes  
EFAP Paris  
School of Communication  
**France**

### Top 5 videos posted on Instagram



13 900 views - 332 likes  
Sebluworldwide University  
of Ljubljana  
**Slovenia**



4 021 views - 141 likes  
High School Gabriel Deshayes  
St Gildas des Bois  
**France**



2 337 views - 104 likes  
High School St Joseph  
Marvejols (48)  
**France**



2 858 views - 63 likes  
University of Savoie  
Mont Blanc  
**France**



542 view  
Agenzia Erasmus+  
INAPP  
**Italy**

# #ERASMUSDAYS HASHTAG

**Académie de Bordeaux** @AcBordeaux · 14 oct. 2022

Les #ErasmusDays se poursuivent dans l'@AcBordeaux. La rectrice @ABisagni ouvre la cérémonie et remet « à distance » les #EuroPass aux personnels qui ont effectué une mobilité en #Europe avec le dispositif @EUErasmusPlus #DeveloppementProfessionnel #Mobilité

**Pays de la Loire** @paysdelaloire · 14 oct. 2022

@paysdelaloire a organisé les Erasmus Days à l'Hôtel de Région sur le thème du #handicap et de la #culture. Une table ronde s'est tenue en présence notamment de @Collectif\_Tcap et de deux artistes en situation de handicap du projet « Nous sommes des voix sans bouche »

Béatrice Annereau

**European Projects INS Celrà** @Europe\_INSCelra · 17 oct. 2022

#ErasmusPlus team meeting at the high school library to go on with the #ErasmusPlan & online meeting with our Italian partners 🇮🇹 to start preparing #jobshadowing!! 🙌

Every day can be #ErasmusDays in #inscelrà! Why not?? 😊

#KA121Celrà #Working #TogetherStronger

**UoN Faculty of Built-Environment and Design** @UoNbuiltenviro

Visit the tents outside Taifa Hall for details on how to apply to study abroad #ErasmusDays #weareUoN

Traduire le Tweet

11:00 AM · 13 oct. 2022

**Académie de la Guadeloupe** @AcGuadeloupe · 14 oct.

Clôture des #ErasmusDays par l'accueil des assistants étrangers de langues vivantes qui interviendront auprès de nos élèves. Ainsi, durant 3 jours, les acteurs et partenaires ont pu valoriser les projets européens et les opportunités de #mobilité offertes par l'#Europe.

**SÖKEBİLSEM** @sokebilsem · 17 oct. 2022

Innovation and development we stand by you #erasmusdays #Erasmus @AydinMemArge @BilsemMeb @ulusalajans @sokemem

**Escuela Profesional Javeriana** @EPJaveriana · 13 oct. 2022

What a great coincidence that while celebrating the #ErasmusDays we have been able to host students and teacher from @lyceejarenes Here's to future collaborations! @sepje

**University of Nairobi** @uonbi · 13 oct. 2022

Watch Erasmus Day happening now at Taifa Hall live via this link [youtube.com/watch?v=ONVtDI...](https://www.youtube.com/watch?v=ONVtDI...)

#StudyinEurope #StudyinUoN #ErasmusDays



## #ERASMUSDAYS IN TURKIYE

ErasmusDays in Türkiye was celebrated by different target groups ranging from public institutions to universities as well as by youth groups in several cities with various activities. For 3 days we have reached 973 activities with several sub-topics and activities. The aims of the events are to introduce Erasmus+ opportunities provided as well as to disseminate the results of ongoing and finished projects to those who attended the activities.



As the priorities of the Erasmus+ are inclusion and diversity, environment and fight against climate change, digital transformation and participation in democratic life; we observed that there are various activities related to those priorities like informing the community, raising awareness and how to contribute those priorities through the personal way as well as through projects. There were online and face-to-face activities that aimed to introduce Erasmus+ to newcomers as well as promotion of granted projects. Furthermore, there were several celebrations like concerts, art exhibitions, games, tournaments, documentaries, and festivals besides workshops, conferences, seminars, webinars,



presentations, experience sharing, info-sessions and stands as well as online meetings, online quizzes, podcasts...

Turkish NA celebrated ErasmusDays with a two day event in Şanlıurfa. Şanlıurfa hosts Göbeklitepe which is known as the starting point of history as the archeological finds in Göbeklitepe go back 12.000 years. Being the oldest in the world, Göbeklitepe was known as the “Zero Point of History”. Thus, the main theme of 2022 edition of our national event was **“Greetings to the 35th Year of Erasmus from Zero Point of History”**

**Please find video for 2022 National Event:** [https://www.youtube.com/watch?v=d\\_ukf9TuRB4](https://www.youtube.com/watch?v=d_ukf9TuRB4)

**See also:**

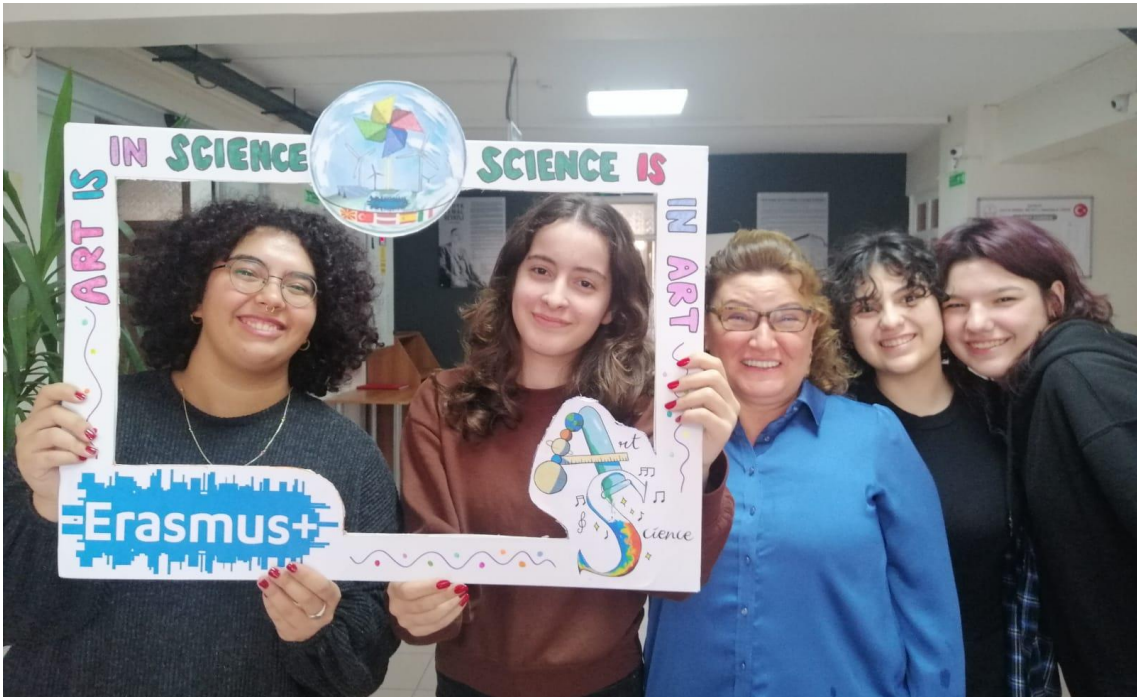
[https://twitter.com/ulusalajans/status/1580981755917443072?cxt=HHwWglCp3fqh4\\_ArAAAA](https://twitter.com/ulusalajans/status/1580981755917443072?cxt=HHwWglCp3fqh4_ArAAAA)

<https://twitter.com/ulusalajans/status/1588517894073495557?s=20&t=Qw5Kk9plRx0oQ2xE5FFA7A>

<https://twitter.com/ulusalajans/status/1581303354701254656?s=20&t=Qw5Kk9plRx0oQ2xE5FFA7A>











Gazi Erasmus  
@ErasmusGazi

...

ErasmusDays 2022 "What Comes Up Your Mind When You Hear Erasmus?" etkinliğimizde, öğrencilerimiz Erasmus'la ilgili akıllarına gelenleri bir panoya çizdi. Sonuç harikaydı 😊 @gazi\_universitesi @ulusalajans #ErasmusDays #ErasmusDays2022



ÖS 3:12 · 15 Eki 2022 · Twitter for Android

In ErasmusDays 2022 "What Comes Up Your When Your Hear Erasmus?" our event, our students drew what came to their minds about Erasmus on a board. Result was excellent 📸 @gazi\_universitesi @ulusalajans #ErasmusDays #ErasmusDays2022

**Link:** <https://twitter.com/ErasmusGazi/status/1581256777248964609>



Bozyazı İlçe Milli Eğitim Müdürlüğü  
@BozyaziMem

...

#erasmusdays kapsamında çevre kirliliğine dikkat çekmek için sahil temizliği etkinliği gerçekleştirdik.  
@tcmeb @ulusalajans @MersinValiligi @ahpehlivan53  
@MersinMEM @AdemKoca46 @BaykalBasdemir  
@MikailEREN33 @azizgedik72 @MersinMEMArGe



ÖS 12:21 · 14 Eki 2022 · Twitter for iPhone

With the scope of #erasmusdays, we carried out seaside cleaning to pay attention to environmental pollution.

**Link:** <https://twitter.com/BozyaziMem/status/1580851216518520832>



Konya İl Milli Eğitim Müdürlüğü AB Projeler Ekibi  
@konyaab

...

@konyamem olarak bu yıl 3.sünü düzenlediğimiz #ErasmusDays etkinliği 110 öğretmenin katılımıyla gerçekleştirildi.

Faaliyette;

✓ Tecrübe paylaşımları,

📄 Proje sergisi

📌 Erasmus tanıtımı yapıldı.

#KonyaErasmusdays



Sen ve diğer 4 kişi

ÖS 3:00 · 13 Eki 2022 · Twitter for iPhone

As a @konyamem, #ErasmusDays event which we organized for the third time this year was held with the participation of 110 teachers.

✓ Experiences sharing

📄 Project exhibition

📌 Erasmus promotion

was carried out in event.

Link: <https://twitter.com/konyaab/status/1580528942724763648>



### **Press/media and social media impact: key figures**

During the ErasmusDays, our beneficiaries used press/media social media effectively. Approximately 400 posts with #ErasmusDays hashtag was shared both on Twitter and Instagram. Besides, approximately 420 news was published local and national media.

### **5 images that best illustrate this sixth edition of the #ED (Şanlıurfa)**

**Please find video for 2022 National Event:**

[https://www.youtube.com/watch?v=d\\_ukf9TuRB4](https://www.youtube.com/watch?v=d_ukf9TuRB4)

**See also:**

[https://twitter.com/ulusalajans/status/1580981755917443072?cxt=HHwWgICp3fqh4\\_ArAAAA](https://twitter.com/ulusalajans/status/1580981755917443072?cxt=HHwWgICp3fqh4_ArAAAA)

<https://twitter.com/ulusalajans/status/1588517894073495557?s=20&t=Qw5Kk9plRx0oQ2xE5FFA7A>

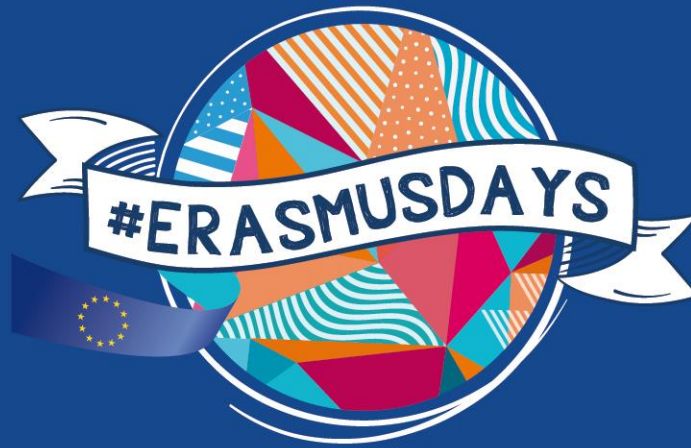
<https://twitter.com/ulusalajans/status/1581303354701254656?s=20&t=Qw5Kk9plRx0oQ2xE5FFA7A>











**THANKS TO:**

European Commission - DG EAC

The Erasmus+ France Agency / Education Training would like to thank the European Erasmus+ agencies for the collaborative work undertaken, as well as all the project leaders, partners and actors who brought the Erasmus+ programme to life during these days.

Thank you to all the agents mobilised on the ground during this 6th edition of #ErasmusDays.

**#ErasmusDays 2023**

**9 > 14<sup>TH</sup> OF OCTOBER** ←