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FRIENDS

**Furthering International Relations Capacities and Intercultural Engagement
to Nurture Campus Diversity and to Support Internationalisation at Home**

FRIENDS Dissemination Panel - Swags Design Contest 11th June 2019 Istanbul Aydin University (IAU)

- Erasmus+ Capacity Building in Higher Education
- Project Reference: 598652-EPP-1-2018-1-BG-EPPKA2-CBHE-JP
- Duration: 36 Months (2018-2021)
- Project Management: Varna University of Management

WP 7: Dissemination Tasks

- Dissemination and Communication Plan
- Logo / Persona
- Brand Book
- Website (Consortium and Country Specific)
- Social Media
- SWAG Contest
- Newsletters
- Reunions
- Final Conference

WP 7 SWAG Contest

- Contest to be announced online
- PC HEIs students to create original mock-up designs
- PC HEIs will be in charge of the contest promotion
- P15, P2, P1 form committee and judge based on:
 - originality, creativity, functionality and adequacy to FRIENDS spirit and philosophy
- Contest winner will be awarded with a full set of goodies
- All promotional materials purchased and distributed in the project must follow winning design

SWAG

- Means '**Stuff We All Get**'
- Term used to describe promotional merchandise branded with a logo or slogan and distributed at little or no cost to promote a brand
- SWAG:
 - promotes project visibility
 - creates buzz
 - engages stakeholders



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SWAG Design Tips

1. Make Sure It's Well-made

- gives your swag more longevity and chance to garner more impressions
- If people enjoy the swag , they tell people, giving positive word of mouth buzz

2. Think Outside of the Office

- SWAG should be items that get used when people travel around exposing more people to the project

3. Keep University/Project Culture in Mind

- Items/Design should reflect project values and identity – environmentally friendly, culturally appropriate, etc.

4. Be Inclusive

- Ensure SWAG is designed for all (gender, religion, etc.)

Questions We Need to Answer

- Judging Competition
 - university level then consortium??
- Criteria
 - originality, creativity, functionality and adequacy to FRIENDS spirit and philosophy?
- Item or Package
 - should we allow individual items or only as 1 winning package?
- Submission
 - online at individual institutions or consortium level?
- Prizes
 - cash or SWAG?
- Purchasing SWAG
 - Country level or consortium?

How Will You Do It?

- In your country groups, please think about the following:
 - What kinds of SWAG are appropriate for your context?
 - How can you promote the competition at your institutions?
 - What incentives can you provide to students to take part?
 - How can you engage with the faculties/departments?

Thanks for Your Attention

Any Questions?



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