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# WOMEN TechEU

## Deliverable 4.1 Online Dissemination

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## 1. Executive Summary

The Online Dissemination deliverable (D4.1) documents the launch and ongoing implementation of Women TechEU's (WTEU) online dissemination. Namely, this report outlines how Women TechEU's virtual presence is being maintained via the Women TechEU [website](#) and **4 social media platforms** ([LinkedIn](#), [Facebook](#), [Instagram](#), [X](#)). Combined, these dissemination channels allow the Women TechEU WP4 team led by AcrossLimits to use engaging visuals and infographics to communicate the aims, goals, and work undertaken by Women TechEU. At this preliminary stage in the project (time of writing 26 March 2024), we can already report an incredibly encouraging reception from our target audience, with a combined **1855 followers** across all 4 platforms and 9783 hits on the website from **7172 unique visitors**.

## 2. Introduction

As outlined in the project's Dissemination and Communication Plan (D4.2), WTEU's virtual communication methods are a vital part of how we intend to reach our target audience and other stakeholders.

Below, we are outlining the respective online dissemination channels, how it is being used, reach achieved through that medium so far, and providing screenshots by way of examples.

It is important to note that throughout all online (and offline) communication, we follow the overall brand identity created for WTEU, which can be found in the Dissemination and Communication Plan. This brand identity consists of a responsive logo, a palette of colours, a selection of fonts, an overall style of imagery and some optional graphic elements. Each of these visual elements were designed such that they function consistently and cohesively within themselves and with each other, and such that they capture the character of the project as one that is as vibrant, energetic and modern as it is professional, reputable and authoritative, as well as one that strikes a balance between traditionally feminine and traditionally masculine visual elements (e.g. colours, shapes) with the intention of operating beyond gender stereotypes and ensuring an inclusive reach across women. Adhering to this consistent branding format ensures that we present WTEU as a holistic and professional scheme, building brand recognition and trust with our audience.

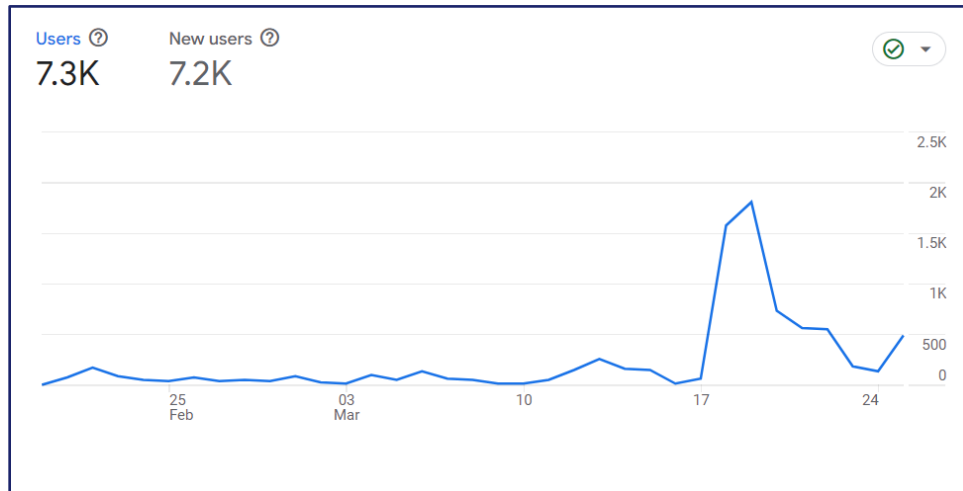
### 3. The WTEU Website

The initial website was first launched on 21 February 2024, initially being a simple landing page where interested parties could sign-up for updates. The current, full version of the website went live on 18 March 2024, on the domain <https://womentecheurope.eu/>.

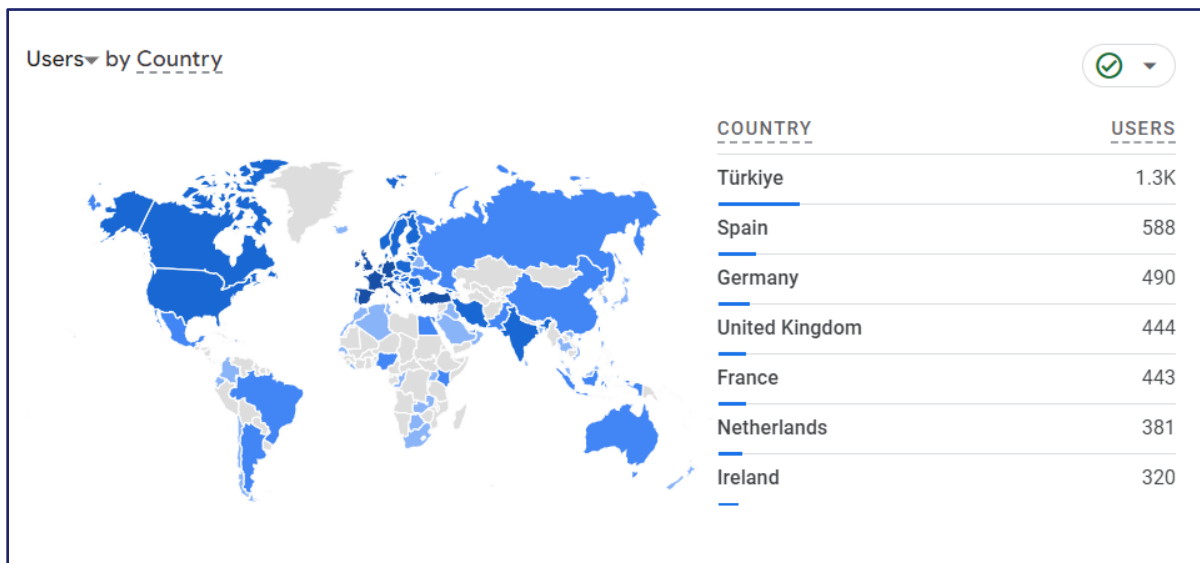
This is the key sharing instrument for everything WTEU; introducing the project, the consortium partners, giving access to the WTEU scheme's detailed FAQs, as well as the Guidelines, Supporting Documents, and link to the application form hosted on the Sploro platform. The website also has a sign-up feature which allows interested parties to receive automated news and updates, as well as to become part of our databases for interested applicants, mentors, or evaluators, thus allowing more targeted engagement. Ultimately, the intention is that the website is the one-stop-shop in terms of information for any prospective applicant, stakeholder, expert, etc. to be directed to this information hub where they would find all the information they require in terms of WTEU, as well as our contact details for the Helpdesk should they require further assistance.

The website is core to our communication strategy, and indeed we are directing any interested individuals to it as an information portal, including by (i) having a QR code to the website on our physical communication materials such as physical brochures, WTEU business cards, and the WTEU roll-up banners (all of which were present and used at our first landmark event, the 2024 EIC Summit) and by (ii) linking the website in all our social media posts since the launch of the first call.

At time of writing (26 March 2024), the website has been visited **9783 times** from **7172 unique visitors**.



Graph showing website user acquisition by day from 20 February to 25 March 2024.



Heatmap showing frequency per country of users visiting the website (left) and list of top countries of users visiting the website (right). Data in both cases is from 20 February to 25 March 2024.

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## Supporting women leading deep tech startups from Europe to grow into tomorrow's tech leaders

and putting women at the forefront of deep tech in Europe

We are investing €12 million in equity-free grants, which will support 180 women-led deep tech companies. We also provide business support services to each grantee.

**First Call Now Open!**

[Apply Now](#)

### About the scheme

Women TechEU is a 2-year EU-funded project supporting women leading deep tech startup companies from Europe. Our mission is to create a more gender-balanced entrepreneurship ecosystem. We believe that diversity drives innovation, and we are here to provide women in deep tech with more opportunities, resources, and support to thrive.

The project consortium is launching 4 calls for applications over the span of 2 years which, following a rigorous evaluation process, will result in a total of 180 beneficiaries. Each beneficiary will receive €75k grants (non-refundable finance) as well as a personalised business development programme which includes mentoring, coaching and targeted training among other options.

[Learn more](#)

### About the team

Taking over from the sterling work carried out in the past by the European Commission, the Women TechEU project is currently being run by a consortium of partners from 8 countries across Europe with the ESMA remaining its granting authority.

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The consortium partners cover all the expertise and geographies needed to reach over 85000 women entrepreneurs in deep tech from all over Europe.

[More about us](#)

### Frequently Asked Questions

Who can apply for the Women TechEU? [▼](#)

Which legal documents do I have to provide at the moment of application? [▼](#)

Which activities can we fund with the EU grant of EUR 75 000? [▼](#)

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## Contact Us

Drop us a message and we'll get back in touch with you as soon as possible!

Your name \*

Your email address \*

Your message \*

I'm not a robot

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## Are you interested in being a part of Women TechEU?

Send us your details and we'll be in touch with more information soon!

Name \*

Surname \*

Email \*

Country \*

Company \*

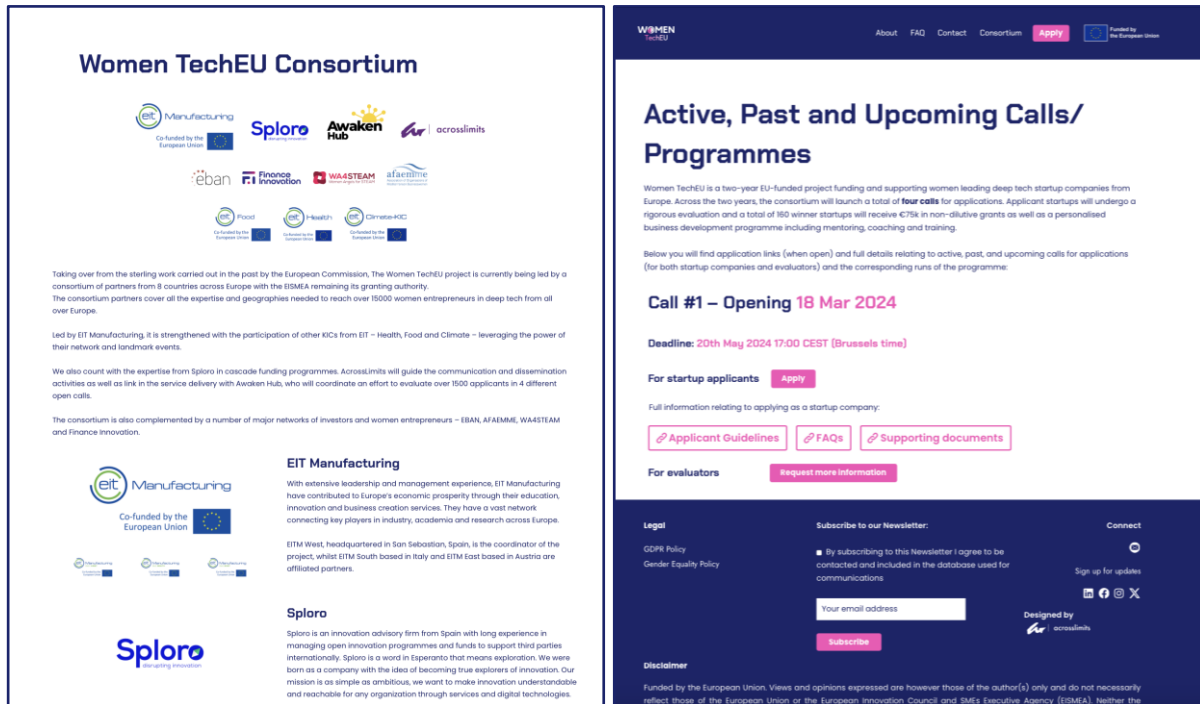
My interest is as an \*  
 Evaluator  
 Mentor

By subscribing to our newsletter, you agree to the collection and use of your personal data by AcrossLimits LTD. This includes sharing your information with SpiloroTech SL for participation in the Women TechEU project (GA No. 101133528). Your data will be used for newsletter distribution and to invite you to the Women TechEU open call. We're committed to protecting your privacy in line with GDPR standards. For full details, please read our comprehensive [GDPR Consent Form](#).

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Screenshots of the various website pages

## 4. Social media Channels

All social media platforms were set up and went live on the same day, 21 February 2024.

At time of writing (26 March 2024) we have a combined 1855 followers across all platforms. The table below outlines individual platform statistics.

No	Platform	Followers	Reach/Impressions* in past 28 days
1	LinkedIn	1,708	67,301
2	Facebook	35	1,943
3	Instagram	61	721
4	Twitter/X	51	3,209

\*All reach so far has been organic. No boosted posts have been implemented.

The AcrossLimits team (WP4 leader) is managing the social media pages, and have set up a posting calendar to manage content. Primarily, this will be done by AcrossLimits, however all the consortium is expected to contribute to the posting schedule, by sharing their own news, relevant updates, and other content. Visuals will remain the responsibility of AcrossLimits to ensure brand consistency.

During communication planning, the AcrossLimits communications and projects team jointly devised a strategy for social media content in order to streamline the process, and have devised 6 'series' that serve as umbrella categories under which social media posts will fall:

- **General communication information and updates about WTEU** as a project, the consortium running it, and project updates such as upcoming activities, events, media appearances, etc.

- **Dissemination of the WTEU calls**, ensuring maximum promotion of the funding grants;
- **WTEU success stories**, from both the previous and (once available) current iteration of WTEU;
- **Spotlighting women in deep tech** (non-WTEU grantees) to serve as inspiration and putting focus on the contribution of women in science and technology;
- **Conveying why WTEU as a scheme is needed**, by providing data and information in a visually accessible manner to continue emphasising why WTEU matters;
- **Engaging with deep tech news**, trends, and any other pertinent information for our audience that might not be directly connected to the WTEU funding calls but would be of interest to those working in deep tech.

In terms of visual types, social media posts are and will be a combination of text-centric posts, project photos (e.g. photos taken by the consortium during project events), other image-centric posts (using a combination of photographic imagery and stylised designs), videos, and infographics. This variation ensures that we keep our online presence fresh and as engaging and attractive to audiences as possible.

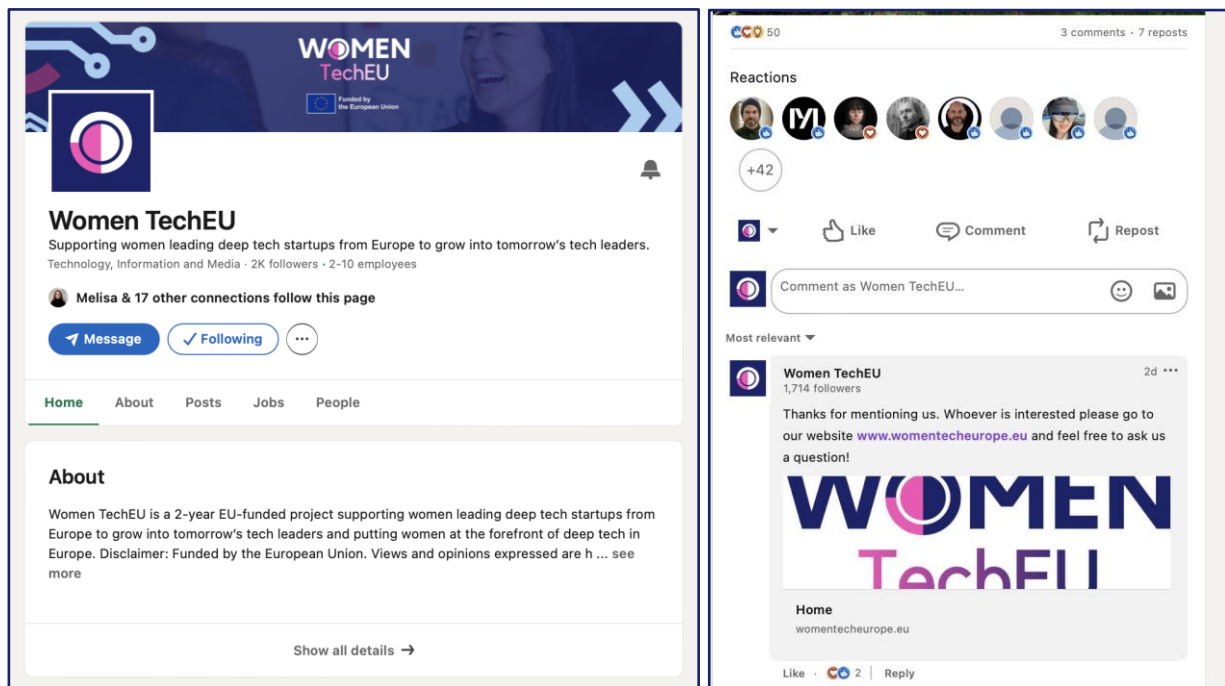
We have a KPI of 12 own (i.e. original+retweets) social media posts per month, which we are adhering to.

Across all social media platforms, we are engaging directly with our audience, answering questions, direct messages, and replying to mentions by different pages, which is enabling community building.

## 4.1. LinkedIn

Our LinkedIn page stands out as the hub for maximum audience interaction and engagement due to our audience type. LinkedIn is tailored for professional networking and is an excellent platform for connecting with women entrepreneurs in the fields relevant to the Women TechEU project. This makes it ideal for targeted communication and dissemination.

<https://www.linkedin.com/company/womentecheu/>

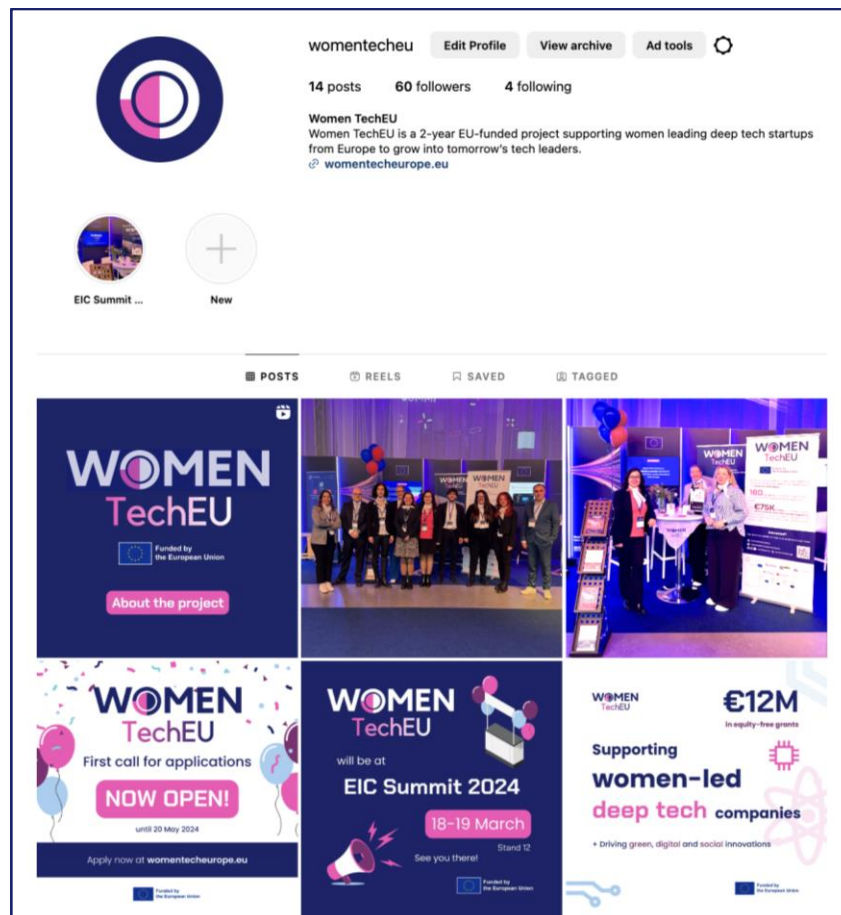


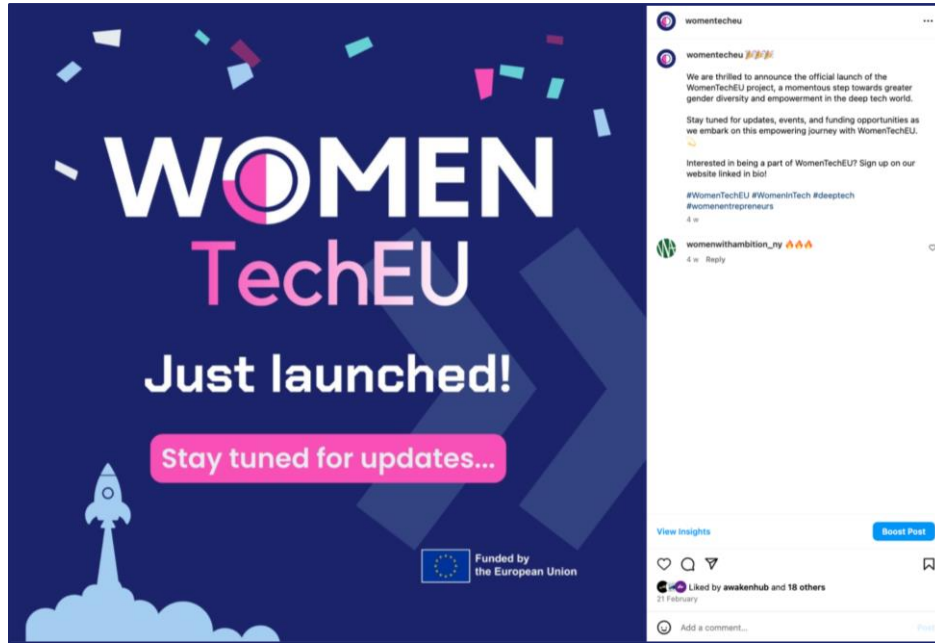


## 4.2. Instagram

Instagram is a more youthful platform although it is not the main focus for the deep tech and scientific business community, but our aim is also to reach as many diverse types of women as possible. It is also an interesting platform since one can do more engaging posts and stories on it, and therefore we expect that it will grow slower but then become a good place for reference for many younger entrepreneurs.

<https://www.instagram.com/womentecheu/>

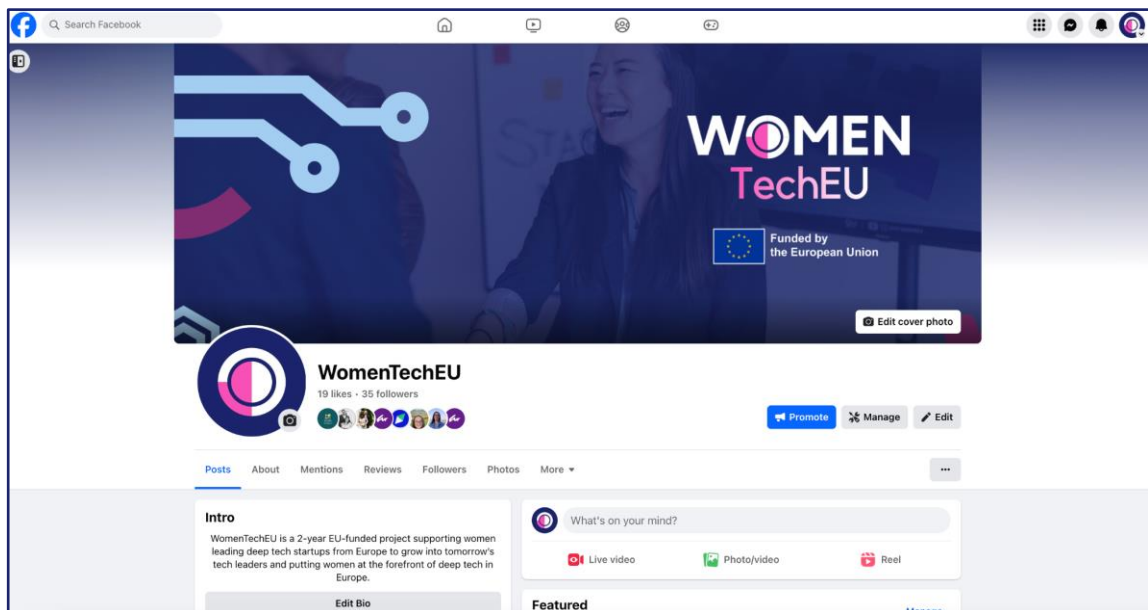




### 4.3. Facebook

Facebook is an interesting platform since in some EU countries it has been overlooked by many now except for the older generations, however in others it is still the main platform where everything happens. Once more our aim is to reach as wide an audience as possible so we are ensuring that our Facebook page is also updated. What is also good is the ability to post in different Facebook groups for different types of women entrepreneurs and this will give us traction.

<https://www.facebook.com/WomenTechEU>

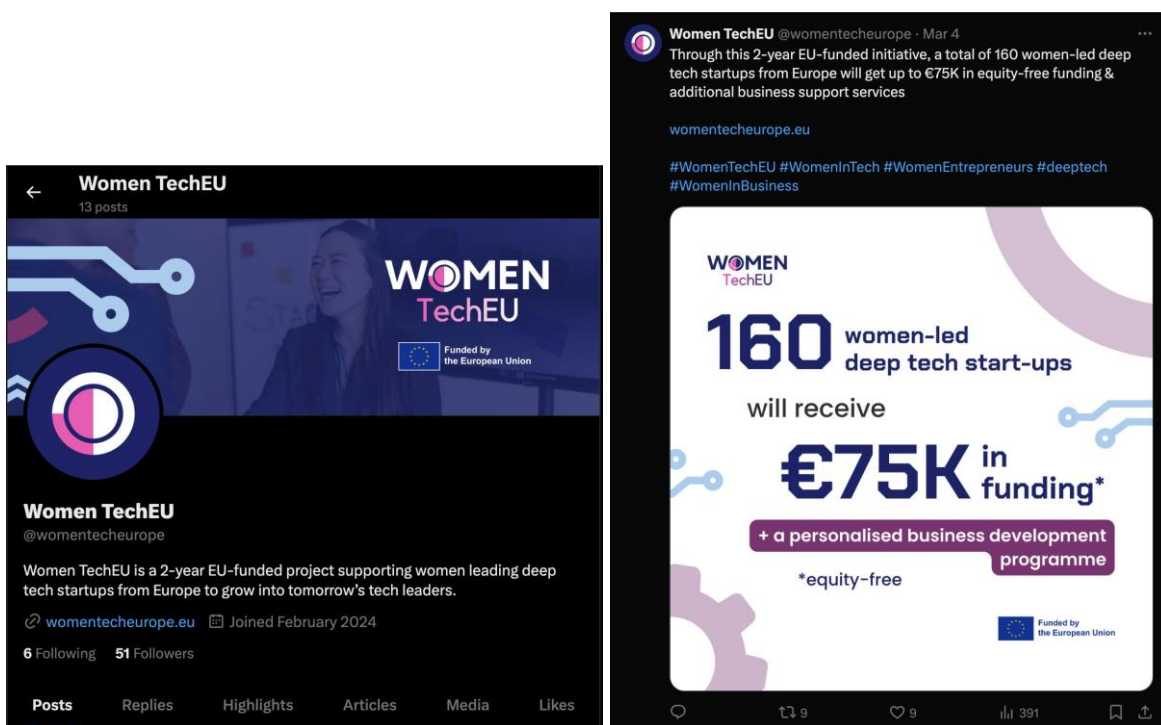




#### 4.4. Twitter/X

Twitter / X has undergone a big change in the recent months, however it is still seen as a platform to ensure that the personal and formal messages are published by many, including Commission and governments. Once more we see the diversity in Europe where in some countries it is clear that it is the go-to platform for posting social media, and in others it is mostly ignored. We will follow as many formal Twitter users as possible in order to get some followers back and we will keep posting and tagging as much as possible.

<https://twitter.com/womentecheurope>



## 5. Conclusion

The online and digital media landscape is complex and diverse, however our communications team in WP4 has the right experience and skills to deal with it. In collaboration with all the partners we will be creating content all the time and updating both the social media platforms and our own website in order to ensure that the Women TechEU project keeps appearing fresh and new all the time. Our aim is to make sure to attract as many viewers as possible from our target audiences, both the potential applicants, and also all the different multipliers, policy makers and others that help us push our message further.