

# WOMEN TechEU

## Deliverable 4.2 Dissemination & Communication Plan

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## 1. Executive Summary

The Dissemination and Communication Plan (DCP) for Women TechEU outlines a comprehensive strategy designed to maximise the project's visibility, impact, and sustainable outcomes within the European Union, candidate countries and associated states. This deliverable identifies the communication strategy; visual and verbal brand guidelines and the media as well as channels and tools that will be used for dissemination and specific platforms for social media engagement. It also includes strategies for engaging target groups across the quadruple helix including the identification of multiplier organisations, beyond the project partners that will enable the rapid and wide-reaching engagement of several deep tech ecosystem stakeholders.

Both the plan and materials will be updated at least once a year during the project duration, and Dissemination and Communication Reports will be delivered in M12 and M24, providing evidence to dissemination activities and ensuring that dissemination KPIs are met. The plan will furthermore identify opportunities to build synergies with existing and future EU projects that support women, including collaboration at several important events and also outlines strategies to engage traditional media channels.

Initiated in February 2024, Women TechEU brings together a consortium of innovation ecosystem players, representatives of diverse groups of industry, investors and also women-led businesses. The whole consortium is engaged in dissemination and communication efforts and activities and will use this deliverable as its blueprint to achieve impact and positive results in the European economy.

## 2. Abbreviations & Definitions

DCP	Dissemination and Communication Plan
C&D	Communication and Dissemination
KPI	Key Performance Indicator
WP	Work Package
EC	European Commission
ERA	The European Research Area
R&I	Research and Innovation
DoA	Description of Action
WTEU	Women TechEU

### Definitions:

#### Dissemination

Dissemination refers to promotion activities which promote different aspects of an EU funded project; such as aims, objectives, activities, results and impact. Dissemination focuses on the target group that is a potential user of the research results.

Dissemination is an ongoing dialogue with users during the project. Will likely become more weighted towards the second half of your project.

**Example:** Social media posts encouraging potential beneficiaries to apply, a WTEU stand at a dedicated R&I event, targeted webinars and Infodays for potential beneficiaries

#### Communication

Communication refers to taking strategic and targeted measures for promoting and sharing its results with a wide audience, including media and the public. The purpose is to promote the project and make the activities known to multiple audiences, beyond

the target group of the project. Communication should be implemented from day one and last over the project duration.

**Example:** project website, press release, exhibition for the general public, social media, etc.

Communication	Dissemination
Inform, promote and communicate activities and results	Make knowledge and results publicly available free-of-charge
<b>For whom</b> Citizens, stakeholders and the media	<b>For whom</b> For those who can learn and benefit from the results, such as: scientists, industry, public authorities, policymakers, civil society
<b>How</b> <ul style="list-style-type: none"> <li>✓ Having a well-designed strategy</li> <li>✓ Conveying clear messages</li> <li>✓ Using the right channels</li> </ul>	<b>How</b> Publishing results in: <ul style="list-style-type: none"> <li>✓ Scientific magazines</li> <li>✓ Scientific and/or targeted conferences</li> <li>✓ Databases</li> </ul>
<b>When</b> From the start until the end of the action	<b>When</b> <ul style="list-style-type: none"> <li>✓ Anytime, as soon as results become available</li> <li>✓ Up to four years after the end of the project</li> </ul>
<b>Why</b> <ul style="list-style-type: none"> <li>✓ Engage with stakeholders</li> <li>✓ Attract the best experts</li> <li>✓ Raise awareness of how public money is spent</li> <li>✓ Show the success of European collaboration</li> </ul>	<b>Why</b> <ul style="list-style-type: none"> <li>✓ Maximise the impact of the action</li> <li>✓ Allow other researchers to go a step forward</li> <li>✓ Contribute to the advancement of world class knowledge</li> <li>✓ Make scientific results a common good</li> </ul>
It is a legal obligation! Article 17 of Horizon Europe Grant Agreement	

Information and graphic taken from: European Commission, European Research Executive Agency, *Communication, dissemination & exploitation what is the difference and why they all matter*, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2848/289075>

### 3. Introduction

Women TechEU is on a mission to ignite the potential of women-led early-stage startups in deep tech. 160 talented women entrepreneurs from all over the EU and Horizon Europe associated countries will be receiving direct support. With 75K Euro grant funding (non-diluting finance) and a personalised business development programme, we're paving the way for these innovators to shine as leaders in deep tech innovation across Europe.

As part of Work Package 4 (WP4) - Dissemination and Communication, our project addresses the lack of support for women-led deep tech sectors, aiming to raise awareness, facilitate engagement, reach and engage with the women entrepreneurs in the deep tech sectors and general public.

The results and outcomes obtained will be integrated into a comprehensive Exploitation & Sustainability Plan (Task 4.4), which will facilitate the broader adoption of the project's effective practices and solutions.

With a duration of 2 years, commencing in February 2024, Women TechEU consortium driving this ambitious project is composed of partners covering all the expertise and geographies needed to reach over 15000 women entrepreneurs in deep tech from all over Europe.

At the heart of Women TechEU lies the goal of creating a more gender-balanced entrepreneurship ecosystem. The consortium will scale this initiative with a clear perspective towards long-term sustainability and reach women entrepreneurs in deep tech from all over Europe.

The Communication and Dissemination Plan (CDP) outlines our approach to disseminating and communicating the project's objectives, progress, and outcomes. Developed by AcrossLimits, this living document will be reviewed and updated to ensure effective dissemination and communication activities.

The leader will coordinate priorities and execute the strategy, working closely with all the WP Leaders, in order to regularly update and inform about the dissemination and communication activities. In line with the Description of Action, this version of the plan will concentrate on the Communication and Dissemination (CDP) Plan (Task 4.1) and will be reviewed at 6-month intervals to incorporate the Exploitation and Sustainability Plan (Task 4.4), to deliver a comprehensive DCEP.

## 4. Communication and Dissemination Plan

Effective and proactive communication is crucial for spreading the knowledge created by the project and for achieving its objectives. The wide stakeholder networks, communication channels and tools of the consortium partners will be utilised during and after the project to maximise the effect of its respective dissemination and exploitation activities. The following Communication and Dissemination plan is created to ensure that the Women TechEU aims, progress and results are communicated to the target audience through all suitable channels in a timely manner.

The communication scope for Women TechEU encompasses a broad range of activities, using online and offline channels, designed to effectively disseminate and exploit the project results to a diverse audience and to engage with these groups actively, giving an emphasis to widening countries although pushing the message all across the EU. These activities will play a crucial role in facilitating the adoption, acceptance, and widespread integration of Women TechEU's innovative methodologies and findings, thereby maximising the project's impact and ensuring its success and sustainability beyond its two-year lifespan. The plan will be updated in line with the regular review of the CDP and in accordance with the project's progress.

The primary objectives of our communication and dissemination strategy are:

- Ensuring maximum visibility and effectively delivering information about the project to the target audiences,
- Engaging the targeted audiences to get the feedback and validate project results,
- Enhancing the visibility of women in deep tech, and challenges they face across Europe,

- Establishing connection with other similar projects and initiatives for the knowledge exchange and better uptake of the project results,
- Making project results available to the relevant regional, national and EU policy makers as well as the public throughout the project and post-project,
- Ensuring that Women TechEU is an intersectional and inclusive scheme by reaching out to and engaging with as many different women as possible, from all walks of life.

The communication strategy for Women TechEU will revolve around three principal approaches:

### **1. Awareness:**

Our strategy for raising awareness about Women TechEU aims to maximise outreach, ensuring that a diverse range of stakeholders, from the general public to more specific groups such as entrepreneurs and deep tech industry professionals, are well-informed about the project and its objectives. A crucial element of this strategy involves leveraging the influence of multiplier organisations, innovation ecosystems and networks, especially in widening countries and across Europe, to extend our reach and ensure that the project's message resonates with a broad audience.

### **2. Information:**

The information aspect of our strategy is dedicated to providing stakeholders who have shown interest in Women TechEU with detailed and relevant information. This involves sharing in-depth content about the project's goals, ongoing progress, and achieved results. Our goal is to deeply engage these stakeholders, offering them insightful perspectives into the project, thereby fostering their active participation and ongoing support.

### **3. Engagement:**

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In terms of engagement, our efforts are focused on connecting directly with individual stakeholders, which includes potential collaborators and applicants. This approach involves providing these stakeholders with tailored information and dedicated support, addressing their specific inquiries and challenges. Through direct communication channels, we aim to facilitate their active involvement in Women TechEU's activities, ensuring a deeper and more meaningful engagement with the project.

Through these strategic approaches, Women TechEU aims to build a strong and engaged community around its project, fostering an environment of collaboration and innovation that extends beyond the project's immediate timeline.

The following is taken from the Description of Action as an initial list of target groups:

- **Women-led deep tech startups** are our primary target group and the intended applicants for the funding scheme. Women-led startups will also be supported through our support services to improve their capacity for accessing funding, meeting investors, and connecting with other members of deep tech ecosystems.
    - **Startups from less advanced innovation territories** will be engaged through our regional events and empowered to improve their innovative capacity through our support services.
    - **Startups with innovative value for supporting green, digital and social transitions** will be positively screened for through our selection criteria and evaluation methodologies.
  - **Ecosystem Builders** including startup accelerators, innovation hubs or clusters and technology transfer offices in universities or research centres, will be contacted and engaged to maximise the reach of Women TechEU to women entrepreneurs and researchers across Europe, primarily in less advanced innovation territories.
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- **Investors** including business angels, corporate investors, family offices and VC firms, will be engaged to facilitate meetings with startups as part of the support services provided by the consortium. Investors will also be engaged through the events organised by the project. They will benefit from having direct access to a curated portfolio.
- **Policy makers and the public sector**, including governmental agencies, regional development councils, EIC and chambers of commerce, will be engaged as multiplier organisations that can bring Women TechEU to their constituents. They will benefit from the outputs of the project including our guidebooks and best-practices, which can be integrated into existing policy measures to support women entrepreneurs in various fields.
- **Media** including journalists for traditional channels (TV and radio) as well as digital news media, will be engaged by the project to facilitate the dissemination of open calls, events and outcomes of the Women TechEU project, and will themselves benefit from new content for their audiences.
- **Other EU projects and initiatives** (EDIHs) will be contacted and engaged in the community to maximise the reach of the project and offer complementary services to the beneficiaries.

In keeping with the draft of C&D Plan outlined in the DoA, the following target values will need to be achieved as a measure of the scale and significance of the impacts of the project:

Outcome and Impact	Scale and Significance		
	Short term (duration of the project)	Medium term (5 years beyond the project)	Long term (10+ years beyond the project)
<b>Outcome 1:</b> Support deep tech innovation for a modern economy;	€12M of Financial Support provided to deep tech startups 7 services in 6 different domains to women-led startups	+30% growth in revenue of supported companies +20% new jobs in EU deep tech sector	+50% growth of EU deep tech sector +50% new jobs in EU deep tech sector

<p><b>Outcome 2:</b> Promote women leadership in the deep tech industry</p>	<p>160 women-led startups receiving funding and support. 20 Women TechEU Champions emerging from our calls 5 women part of the Honorary Champions Board. +50,000 is the global audience reached in events.</p>	<p>500 new women-led startups in deep tech 10% investment from private sources to women-led companies</p>	<p>2000 new women-led startups in deep tech 25% investment from private sources to women-led companies</p>
<p><b>Outcome 3:</b> Ensure smooth continuation of Women TechEU scheme</p>	<p>4 open calls organised. +1500 applications received. +15000 relevant startups contacted.</p>	<p>2 open calls per year organised by successor organisation</p>	<p>3 open calls per year organised by successor organisation</p>
<p><b>Outcome 4:</b> Foster cooperation and networking between women entrepreneurs in deep tech</p>	<p>400 investor meetings facilitated between women-led startups and investors 6 flagship events per year organised<sup>[3]</sup></p>	<p>2 new annual legacy events for women in tech, created as a result of Women TechEU events</p>	<p>5 new annual legacy events for women in tech, created as a result of Women TechEU events</p>
<p><b>Impact 1:</b> Interconnected, inclusive, and more efficient innovation ecosystems... for the benefit of society, including green, digital, and social transitions;</p>	<p>Of the 160 applicants selected:</p> <ul style="list-style-type: none"> <li>• 50% must have social innovation measures in place <sup>[4]</sup></li> <li>• 30% must be committed to meeting Green Deal Objectives <sup>[5]</sup></li> </ul> <p>LOIs from startup associations and Universities: +35</p>	<p>100% of SMEs will have defined social innovation strategies. -25% reduction in GHG emissions by selected SMEs -15% decrease in energy usage per product unit on SMEs level by selected SMEs</p>	<p>-55% reduction in GHG emissions by selected SMEs -25% decrease in energy usage per product unit on SMEs level by selected SMEs</p>
<p><b>Impact 2:</b> Strengthen and expand cooperation between innovation ecosystems worldwide;</p>	<p>Global audience addressed with events, social media and mass media: 580000+<sup>[6]</sup> Other events participation: 2 per call Regional community presentations: 10 per call 32+ countries reached Global partners &amp; Regional Dev Agencies signed up: +50</p>	<p>Global audience addressed through legacy events, social media and mass media: +1 million</p>	<p>Global audience addressed through legacy events, social media and mass media: +10 million</p>

<p><b>Impact 3:</b> Foster more inclusive and gender equal innovation ecosystems;</p>	<p>+100 Women-led startups applying to EIC Accelerator Additional funding raised by portfolio: +25M€ <sup>[7]</sup></p>	<p>+500 Women-led startups applying to EIC Accelerator, via multiplier effect. Investments raised by portfolio: +100M€</p>	<p>+2000 Women-led startups applying to EIC Accelerator, via multiplier effect. Investments raised by portfolio: +500M€</p>
<p><b>Impact 4:</b> Reducing territorial inequalities in access to innovation support.</p>	<p>10M€ investments raised by portfolio in less advanced innovation ecosystems</p>	<p>50M€ investments raised by portfolio in less advanced innovation ecosystems</p>	<p>150M€ investments raised by portfolio in less advanced innovation ecosystems</p>

We will be keeping tabs on the achievement of these impacts in every iteration of this document.

## 4.1. Integrating an Intersectional Messaging Policy

As outlined in the DoA, Women TechEU does not assume the achievement of a gender-mainstreamed project simply because the scheme targets women. In line with the best practice amongst gender policy, we must ensure that our project seeks an intersectional gender equality approach. Gender inequality is often compounded by other forms of disadvantage or discrimination that a person may experience based on age, disability, ethnicity, gender identity, race, religion, sexual orientation and other attributes. Therefore, Women TechEU must ensure that it operates in a manner that does not perpetuate intersectional discrimination, by favouring one group of women over others due to implicit and/or structural bias. An important aspect of ensuring that all women feel represented and reached by Women TechEU is that our external communication and dissemination is representative and unbiased. To this end, the below measures are being established to guide us forward:

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- **Avoid language that emphasises sex over gender:** ‘Women/men’ shall be used rather than ‘female/male’, as the latter denote sex-based characteristics rather than gender-based characteristics.
  - **Use person-first, neutral language** when referring to vulnerable or disadvantaged groups or persons with disabilities. Put the person before their impairment. Do not use disabilities or disadvantages as a defining characteristics. Language that should be used for example is ‘woman with a disability’, ‘woman with autism’, ‘wheelchair user’ and not ‘disabled’, ‘autistic woman’ or ‘wheelchair bound’.
  - **Avoid outdated terminology**, e.g. use ‘Roma’ instead of ‘gypsies’, ‘transgender’ instead of ‘transexual’.
  - Should there be need to refer to relationships in communication, **do not make heteronormative assumptions**. The term ‘spouse’ or, better, ‘partner’ is more inclusive and reflects the variety of relationships that exist in society (e.g. unmarried or same-sex couples, registered partnerships). Do not use husband/wife as the default.
  - **Do not make assumptions about a person's religious or other beliefs** Use terms such as ‘first name’, ‘forename’ or ‘given name’ rather than ‘Christian name’
  - **Choose images of people that are diverse in terms of gender, disability, age and ethnicity, ensuring specific groups feel visually represented.** Images must not reinforce stereotypes. Ensure that visuals, where individuals are shown, show a wide mix of people in different environments and in roles and functions of equal value.
  - **Favour pictures of active behaviour** (speaking, shaking hands, working, writing..).
  - **Images of persons with a disability should aim neither to hide a visible disability nor over-emphasise it.** Persons with a disability should be portrayed with able-bodied persons, in a setting where they have equal value.
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## 5. Activities under the communication and dissemination strategy

The comprehensive dissemination strategy for Women TechEU is designed to ensure effective and widespread communication of the project's objectives, progress, and outcomes. The following strategies will be employed:

### 5.1. Agile Strategy & 6 month updates

This plan, an integral part of the CDP, will serve as the foundational guide for both our online and offline communication channels, ensuring a consistent and effective approach across all mediums. By Month 3, AcrossLimits, leading this effort, will finalise and share the CDP plan with the consortium. This plan will not only outline our strategic communication methods but also include the project's visual identity, ensuring a cohesive and recognizable brand for Women TechEU.

Recognizing the dynamic nature of communication and the evolving needs of our project, we will commit to a regular review of the C&D plan every six months. This periodic assessment, spanning the entire duration of the project (M1-M24), will allow us to maintain the plan's agility, effectiveness and adaptability, ensuring that our communication strategies remain aligned with the project's goals and responsive to any emerging challenges or opportunities.

### 5.2. Local Communication Partner Nodes

As a key component of our communication strategy in the Women TechEU project, each consortium partner will establish local communication and engagement nodes. These nodes will be in charge of disseminating the messages of the project to the target audiences of

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each partner organisation. The establishment of these nodes is crucial for scaling up project activities effectively. By creating these dedicated communication hubs, we aim to enhance engagement and interaction at a local level, ensuring that the project's objectives and activities are effectively disseminated and resonate with the local deep tech and women entrepreneur communities and stakeholders in each participating country.

### 5.3. Visual Identity

AcrossLimits leads the crafting of the visual identity for the Women TechEU project. A comprehensive and distinctive visual identity for the project has been developed, which includes the creation of a responsive logo, graphic elements, and templates. These have been designed for versatility, allowing for their application across both printed and online media, ensuring a unified and professional presentation of the Women TechEU project. All partners will utilise the logo pack, document templates and visual identity guidelines created for the project. These will be accessible through the project repository (SharePoint)

#### 5.3.1. Visual Identity Guidelines

A number of visual identity documents (including a **Brand Identity Overview**, a **Social Media Post Mock-Up** and a **Logo File Pack Guide**) have been produced with the aim of guiding the production of dissemination and communication materials related to Women TechEU from all partners such that visual consistency may be maintained. These are available in the [x. Branding](#) subfolder of the WP4 folder on SharePoint. However, we intend to also produce a more extensive document that showcases in a visual way the following **visual identity guidelines**:

### 5.3.1.1. Logo

Being the face of the brand, it is important that logo usage is consistent and honours the overall brand identity. The logo for Women TechEU was designed with adaptability in mind. That is, different variants of the logo are available for different visual contexts. These variants vary in structure (vertical, horizontal, logomark-only), colour space (RGB, CMYK), and colour (full colour, inverted, white, black). Each of these variants and how it should be used is explained in detail within the **Logo File Pack Guide** included with the **Logo File Pack** (available under the [x.Branding](#) subfolder of the WP4 folder on SharePoint).

Moreover, the following are some common examples of improper usage (don'ts) and corresponding guidelines for proper usage (dos) of the logo:

- **Do not** cramp the logo alongside other elements such as text or graphics
- **Do** ensure the logo has enough visual breathing room around it
- **Do not** rotate the logo
- **Do** consider using a different structural variant of the logo (horizontal or logomark-only) if there is not enough space for the primary variant of the logo (vertical) to fit comfortably and remain legible despite best efforts to scale it down appropriately
- **Do not** stretch or squeeze the logo disproportionately
- **Do** make sure to scale the logo proportionately, keeping the original ratio between width and height intact at all times

- **Do not** scale up the logo unless the file being used is a vector format as otherwise this will cause pixellation
- **Do** make sure the correct logo file type and dimensions are being used (see the **Logo File Pack Guide** for more details)
- **Do not** change the logo colours
- **Do** make sure to only use versions of the logo provided in the **Logo File Pack**

#### 5.3.1.2. EU Funding Acknowledgement & Disclaimer

Since this project is 100% funded by the EU, the EU emblem (flag) and funding statement must be displayed (in an easily readable and prominent manner) in all communication materials as well as any deliverables and major results funded by the grant. This includes press releases, online material such as the project website and social media posts, and printed material such as brochures. Wherever the Women TechEU logo is present, so should be the EU emblem and funding statement. There is no minimum or maximum to the distance by which the EU emblem and funding logo must be away from the Women TechEU logo, however they should ideally be displayed along the same axis (invisible straight line) as each other, be it vertical or horizontal. Moreover, the EU emblem and funding statement together as a whole should be the same size (in one of the dimensions) as the Women TechEU logo, except when the Women TechEU logo is being used as the main title (large, eye-catching) within the material. In such a case it is acceptable for the EU emblem and funding

statement to be smaller to avoid overcrowding the design, as long as they are still easily readable and prominently displayed. In cases where other logos (e.g., partner/beneficiary logos) are displayed within the same material, one should ensure that the Women Tech logo, EU emblem and funding statement are sized such that the EU emblem is as at least as big as the largest of the other logos (in one of the dimensions). In addition to featuring the EU emblem and funding statement, any information-based/text-heavy communication and dissemination materials must also indicate the following disclaimer (translated into local languages where appropriate):

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.

For convenience, standard image files of the EU emblem in conjunction with the funding statement are available in English at the [EU Funding Logo - English](#) folder under the WP4 Branding subfolder on SharePoint. Further details, guidelines and translated versions for both the emblem/funding statement image and the disclaimer may be found at the following links:

[https://eisma.ec.europa.eu/communication-toolkit\\_en](https://eisma.ec.europa.eu/communication-toolkit_en)  
[https://ec.europa.eu/regional\\_policy/information-sources/logo-download-center\\_en](https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en)

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### 5.3.1.3. Partner logos

When displaying more than one partner logos within communication materials, we advise that they be sized equally, except for some additional prominence (bigger in size and/or shown first in the list) in **core** partner logos. Moreover, one should make sure that they are not bigger than the EU emblem being used to acknowledge the EU funding for Women TechEU as described in our [section dedicated to EU Funding Acknowledgement](#). If the background is white or a light colour, we advise using the coloured versions of the logos. On the other hand, if the background is a darker one, we suggest using the white-only (with the exception of coloured EU emblems) versions of the partner logos. For larger designs especially, we recommend using vector or high-resolution formats of the logos. When printing, we recommend using the CMYK versions of the logos (where available), whereas we recommend using the RGB versions (where available) for digital contexts. For convenience, the partner logo files have been made available at the [x\\_Partner Logos](#) folder under the WP4 Branding subfolder on SharePoint.

### 5.3.1.4. Colours

The following colours (represented here by their HEX, RGB and CMYK codes) have been chosen for use throughout Women TechEU dissemination and communication materials:

- **#1B246A** (RGB: 27, 36, 106; CMYK: 100, 98, 28, 17) - Primary; Dark

- **#F850B7** (RGB: 248, 80, 183; CMYK: 5, 80, 0, 0) - Primary; Medium lightness/darkness
- **#E7ECEF** (RGB: 231, 236, 239; CMYK: 8, 4, 4, 0) - Secondary; Light-Medium
- **#A3CEF1** (RGB: 163, 206, 241; CMYK: 33, 9, 0, 0) - Secondary; Light
- **#812E72** (RGB: 129, 46, 114; CMYK: 55, 96, 24, 8) - Secondary; Dark
- **#67D1D6** (RGB: 103, 209, 214; CMYK: 53, 0, 19, 0) - Secondary; Light
- **#2E2E35** (RGB: 46, 46, 53; CMYK: 74, 68, 57, 58) - Secondary; Dark

The colours marked as ‘Primary’ should generally be prioritised, but the ‘Secondary’/accent colours may be used in addition to the former in order to add interest and variety.

When two or more colours are used together, one should take care to ensure that both sufficient value contrast (i.e., opting for colours that are sufficiently different in lightness/darkness) and sufficient colour harmony are maintained (i.e., opting for colours that go well together).

For overlapping elements, colour pairings with especially high value contrast are recommended. For example, if a colour labelled above as ‘Dark’ is used for the background of some text, one of the colours labelled ‘Light’ should be applied to the text (or vice-versa).

Any of the darker colours may also be paired with pure white (**#ffffff**) which is the lightest possible colour.

### 5.3.1.5. Fonts

The following typefaces have been chosen for use throughout Women TechEU dissemination and communication materials:

- **Chakra Petch** as a primary font, i.e. for headings, subheadings, and other large or medium-large text. The hard-edged, boxy forms of this geometric sans-serif typeface make it an ideal choice for the tech-centric character of this project.
- **Poppins** as a secondary font, i.e. for body copy and other small or small-medium text. The softer, more round forms of this typeface create a nice contrast with the primary typeface. However, it retains enough harmony with it and the overall character of the project through its geometric sans-serif nature.

Within dissemination and communication materials, one should aim to establish a sense of visual hierarchy within the text shown, with more important or significant pieces of text (e.g. titles, headings, calls-to-action) taking priority over others (e.g. body text, contact details). Due to the wide variety of weight (i.e. thickness) and style (e.g. italicised) variants that are available for both of these typefaces it is generally easy to achieve such text hierarchy, both between the two font uses, and also within each of them.

Both typefaces are highly accessible. Being licensed under the Open Font License, they are free for both commercial and non-commercial use. They are available on both the Google Fonts and the Adobe Fonts platforms and are thus easy to download, install and use. They also support a wide

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range of languages (250+), making them ideal for use in such an international project.

#### 5.3.1.6. Imagery

Women TechEU materials will include a mix of illustrated and photographic imagery. A number of icons have already been illustrated for use throughout materials. These are geometrical in shape and are either tech-themed, science-themed, derived from the Women TechEU logo, or designed to match with the overall brand character of Women TechEU.

In the case of depictions of humans specifically, only photographic imagery should be used. Photographic imagery may also be used in general, provided that it matches the overall character of Women TechEU.

Further illustrated or photographic imagery than those provided in the [x. Branding](#) subfolder of the WP4 folder on SharePoint may be designed or obtained (through content-providing platforms such as Pexels.com) for use in materials, provided that they match the style of existing Women TechEU visuals well enough, and that the user has the license to use them in the given context.

One should also ensure that any imagery used in, or produced for, Women TechEU dissemination and communication is appealing and of a high visual quality.

#### 5.3.1.7. Tone

In an effort to represent and reach all kinds of women in tech, the logo and brand identity for Women TechEU was designed to encapsulate a balance between

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traditionally/stereotypically masculine visual elements associated with tech (e.g., darker, sharper, more serious colours/fonts/shapes) and traditionally/stereotypically feminine ones (e.g., lighter, softer, more energetic colours/fonts/shapes).

We also made sure to not limit the logo and visual identity to stereotypical representations of women. For example, while the logo features some pink (which traditionally/stereotypically tends to be considered a feminine colour), the word 'women' is overall depicted in dark blue (which traditionally/stereotypically tends to be considered a more masculine colour). Meanwhile, the word 'tech' (traditionally/stereotypically associated with more traditionally/stereotypically masculine visual elements) is depicted in pink.

We envision that Women TechEU maintains this balance between, and subversion of, traditional/stereotypical expectations relating to gender in visual elements such as colours and imagery throughout communication and dissemination materials. We also aim to reflect the inclusive approach of the project within visual materials such as by ensuring that a wide variety of women are represented.

#### **5.4. Promotional Materials**

Building on the visual identity that has been developed for the project, we will also produce various promotional materials intended for widespread use across dissemination and communication activities related to Women TechEU. This includes the creation of flyers and roll-up posters that align with the project's visual identity. Production of these

materials commenced ahead of the project's first call for applications in Month 2 and will continue as needed throughout the lifespan of the project. To ensure accessibility and a broader reach, we may undertake the translation of some of these materials into local languages of the participating countries. This step is crucial for engaging effectively with local audiences and for ensuring that the project's messaging is clear and impactful across different linguistic and cultural contexts.

### 5.5. Project Website

The project website was launched in its initial state by Month 2 and is regularly updated to reflect the project's progress. The project website is available at <https://womentecheuropa.eu> and serves as one of the major communication tools and the key sharing instrument for the Women TechEU project. The Women TechEU website will be a central hub for enhancing project visibility and trust, offering comprehensive information about its objectives and team. It will serve as a key platform for disseminating project results and progress updates, while promoting upcoming events and activities to encourage wider participation. The site will engage with target audiences, inviting them to interact and take part in project initiatives. It will also facilitate connections with stakeholders, expanding the project's network through direct contact options and by collecting contact details for ongoing communication. The website's design and content aims to create a positive and trustworthy impression, reinforcing the credibility of Women TechEU among its diverse audience.

In line with the focus of the project, the website includes the following main sections/pages:

€ Landing page (Home)

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- € About (including information and resources relating to the scheme)
  - € FAQs
  - € Contact
  - € Consortium
  - € Active, Past and Upcoming Calls/ Programmes (includes the full Guidelines, FAQs, and links to the Sploro application form)

As the project proceeds, we may also add sections/pages such as the following:

- € About the project:
  - Problem and Goals
  - Work Packages
  - Project Results
- € Blog
  - News
  - Achievements
- € Events / Events Calendar

An email address for the project is created as [helpdesk@womentecheuropa.eu](mailto:helpdesk@womentecheuropa.eu) which is ran by AcrossLimits as the dissemination leader to enable timely addressing of questions and queries. We will adhere to an internal policy in which emails shall be answered within two working days, pending days when the inbox receives an uncharacteristically large volume of emails (e.g. after large WTEU events), when more time can be granted to deal with the overflow. The helpdesk team will collect the most common questions and issue updates to the FAQs on a regular basis. Some of the FAQs will also be published on social media to help with spreading the word.

The project website will be equipped with an embedded sign-up form to enable visitors to subscribe to the project newsletters. The D4.1 deliverable for the digital media of the project including the website, has included initial user access analytics and these will be also updated in the annual reports of the project.

## 5.6. Social Media Strategy

We are implementing a focused social media strategy, gradually increasing our social media posting frequency up to 12 posts per month as the project progresses, to promote engagement and interest across Europe.

Due to the project area of focus, Facebook, LinkedIn, Instagram and, where applicable, Twitter/X will be the social media platforms used. Facebook has a vast, diverse user base, making it ideal for reaching a wide audience. 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. All platforms support various content types, such as text, images, videos, articles, and allow for versatile and engaging communication strategies. Furthermore, all of these platforms facilitate direct communication with followers, enabling community building and valuable feedback. Through leveraging these platforms, Women TechEU will effectively reach and engage with the women entrepreneurs and general public.

As the leader of WP4, AcrossLimits will spearhead Women TechEU's social media presence on these platforms, aiming to boost the project's visibility and engage a broad audience. These channels will serve as vital tools for disseminating regular updates about the project's progress,

results, and events, fostering widespread interest and participation. The social media activities will be closely integrated with the Women TechEU website, featuring a reciprocal flow of information between these platforms to create a synergistic communication impact. The effectiveness of this approach will be monitored and evaluated using specific Key Performance Indicators (KPIs), aligning with our overarching communication and dissemination objectives.

While utilising social media we will strive to publish the best quality content in terms of photography, text and design, ensuring that all content meet the following requirements:

- A clear purpose for the post
- The caption is correct and free from errors
- The photo is good quality
- The visual is appealing
- Tagging individuals and/or companies to further the reach

#### 5.6.1. Relevant hashtags that may be used

#WomenTechEU

#WomenInTech

#deeptech

#womenentrepreneurs

#WomenInBusiness

#EuropeanFunding

#EuropeanInnovation

### 5.6.2. Growing social media pages

Consortium partners are encouraged to look at different methods of growing the pages organically across platforms. This includes sharing interesting articles related to the aims of the project. Captions should be posted in English, and partners can also decide to include their language as a secondary language if needed.

In order to maximise subscribers:

- Partners should share the social media pages of the project online, and encourage people to like and follow the pages
- The pages will need to be updated regularly with content, and the social media calendar utilised to ensure that each month different scheduled material are published
- Partners should share Women TechEU's posts onto personal/other accounts in order to grow the audience even further
- Partners should tag entities/people that are involved in the materials they are posting when relevant

### 5.6.3. Shareable content

Examples of some the types of content that can be shared on Women TechEU:

- Relevant articles
  - Posts from other platforms that are relevant to the goals of Women TechEU
  - Photos and screenshots from events and webinars
  - Videos from events and webinars
  - Relevant photos/webinars from other sources
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- Quotes and motivational posts
- Links to useful websites

## 5.7. Social Media Videos

AcrossLimits will take a proactive role in enhancing the visibility and outreach of the Women TechEU project through strategic communication initiatives. In addition to written communication, AcrossLimits will also delve into dynamic media content by producing social media video content. The video content aims to amplify awareness and engagement of the Women TechEU project. The content will be available on the project's website but will also be disseminated across various social media platforms. To enhance accessibility, AcrossLimits will establish a dedicated YouTube channel for Women TechEU. The planned video content will feature a cohesive narrative, consisting of 5 separate segments/series. Among these, 3 will be “how-to videos”, providing practical guidance, while the remaining two will showcase success stories. These segments will be disseminated/distributed as standalone videos to be shared across social media platforms. Additionally, the “how-to videos” will be compiled into a comprehensive series.

The success stories will be presented in an interview format, providing an opportunity for the successful participants to share their experiences and insights gained from their involvement. A call will be issued to these individuals, inviting them to participate in the interviews and offer their perspectives on their journey within the Women TechEU project.

All relevant information will be gathered and submitted to the AcrossLimits team to compile the post. A text to accompany the post will be created and posted on the relevant platforms.

List of social media video content:

- What is the project
- How to apply
- What happens after you apply
- Combination of the three videos
- Two success stories (interviews)

## 5.8. Newsletters

AcrossLimits, in collaboration with all project partners, will manage the distribution of 14 newsletters to registered users on the Women TechEU website from Month 4 to Month 24. One linked to each open call and one every two months highlighting success stories of startups selected after the 1st call. These newsletters will provide a comprehensive overview of the project's progress, highlighting key milestones, success stories, upcoming events, and significant achievements. Designed to engage and inform stakeholders, each newsletter will encapsulate the milestones achieved within Women TechEU, ensuring the audience remains connected and actively involved with the project's ongoing activities and goals.

The newsletters will be sent via Mailchimp.com using the email [helpdesk@womentecheuropa.eu](mailto:helpdesk@womentecheuropa.eu) The content of the newsletters will be managed by AcrossLimits team with contributions provided by partners as relevant to the post.

## 5.9. Events

Throughout the lifespan of the Women TechEU project, from Month 1 to Month 24, there will be a strong focus on active participation in various events. This includes engagement in 6 landmark events per year, participation in 2 high impact events per call, delivering 10 regional presentations, organisation of 4 community events per call. At these gatherings, the Women TechEU team will deliver presentations and showcase posters, disseminating the project and engaging with the broader women entrepreneurs in deep tech from all over Europe. The leader of the events task is EITM-S (EIT Manufacturing South)

The culmination of the Women TechEU project will be marked by a significant final event. This event, which will either be in person or online, will serve as a platform to share the comprehensive results and valuable lessons learned throughout the course of the project. It will not only highlight the achievements and insights gained but also provide an opportunity for reflection, discussion, and envisioning future directions based on the project's outcomes. This final gathering will be a pivotal moment for the project, bringing together all stakeholders to celebrate the successes and contemplate the lasting impact of Women TechEU.

All events such as conferences, workshops, transnational meetings will need to be documented as dissemination evidence. It is important to promote our participation and attendance at these events to show our work and involvement. All partners attending these events must take photos during the event and provide them to the EITM-S team with details and text to include in the social media post about the event. AcrossLimits will compile necessary social media posts and publish on the relevant platforms including the project website. EITM-S has

uploaded a [spreadsheet](#) in the SharePoint under [Task 4.3](#) for all the partners to fill out in the shared folder.

Listings of Events already planned for participation in 2024 :

- Mobile World Congress
    - 27-29 February 2024
  - EIC Summit
    - 18-19 March 2024
  - The EBAN Annual Congress
    - 20-22 May 2024
  - European Maritime Day
    - 30-31 May 2024
  - PODIM Slovenia
    - 12-13 May 2024
  - EBN Summit
    - 12 June 2024
  - 360 Tech Industry
    - 23 May 2024
  - SPS Italia
    - 28-29 May 2024
  - South Summit 2024
    - 5-7 June 2024
  - Manufacturing Days
    - 6 June 2024
  - We Make Future
    - 13-15 June 2024
  - GEN-E (EUROPE'S LARGEST ENTREPRENEURSHIP FESTIVAL)
    - 2-4 July 2024
  - European Big Data Global Forum
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- 2-4 October 2024
- World Manufacturing Forum
  - 14-15 October 2024
- European Angel Investment Summit 2024
  - 15-16 October 2024
- Webit
  - 23-24 October 2024
- Ecomondo
  - 5-8 November 2024
- Websummit
  - 11-14 November 2024
- MECSPE Bari
  - 23-25 November 2024
- Immersive Tech Week
  - 4-6 December 2024

## 6. Implementation and Responsibilities

In this section, we present the KPIs to be reached together with an envisioned effort distribution of partner contributions to dissemination and communication for the Women TechEU project. These numbers reflect each partner's allocated work in WP4 and aim to align media activity with periods of peak engagement (like the open calls) in project activities, thereby maximising impact.

### 6.1. Key Indicators

Activity	Description	Target group	KPIs
Project website	An online portal which will serve towards two purposes: 1. Project Dissemination - A user-friendly accessible portion of the portal that explains the project and communicates its activities, including consortium information and events. 2. Applicants Platform - Users will be able to access all information regarding the Women TechEU scheme and submit their applications onto the platform.	All stakeholders	50,000 unique visitors
Newsletter	Online newsletters containing project updates, to be circulated to stakeholders. We will release one newsletter before each call, then also one every two months with success stories of startups selected following the first call.	All stakeholders	4 open call newsletters, 10 success story newsletters
Social media engagement	Social media campaigns using relevant social networks (e.g., Facebook, LinkedIn, Instagram, Twitter) informing the general public about the Women TechEU scheme and promoting women leadership in technology innovation. Frequent updates will also inform the public about upcoming calls and events. Existing networks of partners reach 580,000+ users online.	General public	12 own social media posts per month + retweets
Women TechEU Champions	We will identify and engage successful applicants and notable women entrepreneurs in deep tech to serve as ambassadors of the scheme and help disseminate it in events with the title of Women TechEU Champion.	Women-led DT startups	20 Women TechEU Champions identified

Infographics	Digital infographics will support social media campaign and simplify information regarding the Women TechEU scheme.	Women-led DT startups	6 infographics created
Teaser Video	30-second teaser videos prepared in English, used to disseminate information about the open calls.	Women-led DT startups	5 videos created
Traditional media	The project will engage traditional media channels (TV and radio) to disseminate information related to the initiative including events and open calls.	All stakeholders	10 traditional channels engaged
Policy briefings	We will organise policy events and write briefing documents related to supporting women-led companies to be presented both to the bureau of Commissioner Gabriel and also to the European Parliament and Member State governments.	Policymakers in EU & Member States	4 policy briefs
Event organisation	The consortium will use its own landmark events to promote the Women TechEU initiative including open calls and women-led startups.	Women-led DT startups, policymakers	6 flagship events per year
Event participation	The consortium will participate in high-impact events through existing events they already collaborate with to promote the initiative.	Women-led DT startups, policymakers	2 events per call
Regional presentations	We will engage regional agencies and deliver presentations and at regional events, prioritising less advanced innovation regions (widening countries).	Startups (less innovative areas), reg. authorities	10 regional presentations per call
Community events	Family-friendly events will be organised across Europe, where possible in partnership with local/regional agencies and emphasising less advanced innovation regions. They will be organised with a focus on accessibility and inclusivity, providing also amenities for children and families, so that women from all across Europe can attend regardless of personal situations to become engaged with us. These events will also promote women leadership in tech to children and the general public through interactive activities.	Women entrepreneurs (emphasis on less innovative regions - widening), policymakers, general public	4 community events per call

Outreach to multiplier organisations	The project will actively reach out to startup accelerators, hubs and clusters as well as universities/research institutes to be actively involved in promoting the scheme within their organisations, culminating in the signing of LOIs.	Ecosystem builders (accelerators/universities)	20 LOIs from accelerators 15 LOIs from universities/RIs
Final conference	A high-impact final conference at the end of the project will bring all partners together to showcase all activities of the project including its successes and lessons learnt. High-level stakeholders from public institutions will be invited to be informed of the project's results.	General public, policymakers	500+ attendees at final conference

## 6.2. Partner Effort distribution

Partner Abbrev	Partner Full Name	WP4 Person Months
EITM West	EIT Manufacturing West SL	20
EITM South	EIT Manufacturing South SRL	6
EITM East	EIT Manufacturing East GMBH	6
SPLORO	Splorotech S.L.	6
AL	Acrosslimits Ltd.	30
EBAN	European Business Angels Network	6
AHub	AwakenHub	6
FI	Paris Europlace	3
WA4STEAM	Asociación Women Angels For STEAM	3
AFAEMME	Association of Organisations of Mediterranean Businesswomen	3
EIT Food	Eit Food South S.L.	3
EIT Health	Asociacion EIT Health Spain	3
CLIMK	Climate-KIC Holding BV	3

A direct contact from each partner that will be in charge of the Dissemination and Communication for that partner will be needed and these have started holding monthly meetings with the AcrossLimits WP4

team. In these meetings specific responsibilities per partner will be given according to the upcoming activities of the project.

*All partners are requested to respect any copyright issues and do not publish material and pictures that the WomenTechEU project is not allowed to use. While using pictures always provide credits and include references by sharing contributions by third parties.*

### **6.3. Reporting of Communication and Dissemination Activities**

It is very important to track and record all communication and dissemination activities throughout the project cycle, reflecting and evaluating the approaches and dissemination tools used. This includes monitoring the numbers reached through different actions. In order to aid in this, AcrossLimits has created a Communication Activities<sup>1</sup> document and a Dissemination Activities<sup>2</sup> document that is available in the project subfolder [x\\_Reporting](#) in the WP4 folder in SharePoint. The files are prepared in the likeness of the portal's reporting structure, enabling all partners to include the needed information per activity.

All partners are required to update these files for their activities. An additional Link to Evidence column is included in each document to enable partners to keep track of the evidence of the activities. The evidence should be stored in the relevant folder using the provided link in the last column.

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<sup>1</sup> [WomenTechEU Communication Activities Reporting](#)

<sup>2</sup> [WomenTechEU Dissemination Activities Reporting](#)

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## 7. Evaluation and Monitoring

The main objective of evaluation and monitoring within the Women TechEU project is to assure overall project quality, as well as the quality of individual work phases and activities. This process includes an overall evaluation plan focusing on the entire project and a specific approach for monitoring dissemination activities due to their significant impact on the project's success.

Now that our website is live, a comprehensive set of metrics are being used to provide a detailed understanding of its performance. The metrics comprise of the number of unique visitors, page views and session durations. Beyond these basic metrics, journey analysis tools will be used to create a better understanding of visitor behaviour, offering insight into their navigational paths, interaction patterns and areas of interest. This analysis will enable a more refined understanding of user engagement and help optimise the website's structure and content.

Our social media strategy is the centre of creating engaging content. Each social media post will have a crucial role in understanding audience preferences and behaviours. Analytics will be gathered to calculate audience preferences and behaviours. Tracking metrics such as reach, engagement rates, shares, and follower growth will provide a comprehensive overview of our social media presence, allowing us to refine our content strategy continually.

Our newsletter campaigns will be evaluated through a range of performance metrics. Open rates, click-through rates on links, and overall subscriber growth will be closely monitored. These metrics will assess the immediate impact of the newsletter content and will serve as a guide for the optimisation of future newsletters to ensure they remain relevant, engaging and impactful.

For events hosted as part of the project, post-event surveys will be distributed to the attendees. These surveys will obtain feedback on various aspects of the event experience, including the relevance of topics discussed, satisfaction levels, suggestions for improvement and overall engagement. These insights will be crucial in refining future event planning and execution, ensuring that upcoming gatherings align more closely with attendees expectations and needs.

The project has an overall evaluation plan to ensure the above-mentioned quality; however a separate monitoring for dissemination is vital as the impact of those activities contribute to the successful implementation of the project. It is important that this evaluation is carried out on a continuous basis to ensure:

- An effective impact assessment and update or redefinition of dissemination and exploitation activities;
- Ensure the quality of the dissemination and exploitation carried out.
- Monitoring and evaluation activities can be broken down into sub-sections:
- Evaluation criteria: impact measurement indicators;
- Monitoring procedures: reporting and feedback.
- Evaluation criteria: impact measurement indicators

## 8. Conclusion

The Communication and Dissemination Plan (CDP) presented for the Women TechEU project encapsulates a comprehensive and strategic approach to ensuring the broad reach and impactful dissemination of the project's actions and developments. The plan has been meticulously designed to align with the overarching goals of Women TechEU, which aims to enhance research and innovation capacities across Europe, with a special focus on women led deep tech early start companies.

Throughout this document, we have outlined detailed strategies and methodologies for effective communication, robust dissemination, and sustainable impact of the project's outcomes. By incorporating best practices in quality assurance, continuously evaluating and adapting our approaches, and ensuring active engagement with stakeholders, we aim to maximise the impact of the Women TechEU project.

The CDP will be revised every six months to incorporate project findings and results, to ensure a comprehensive plan is maintained. Our commitment to regular monitoring and feedback integration ensures that the project remains responsive and agile in its dissemination efforts. The collaborative nature of this plan, involving all consortium partners, further strengthens its execution and effectiveness.

As we move forward, the strategies outlined in this CDP will guide us in achieving our goals. We are dedicated to ensuring that the outcomes of the Women TechEU project resonate not only within the business community but also in the wider societal context, contributing to the advancement of women-led research and innovation at the European and global levels.

## 9. Library

Here are the direct links to the aforementioned documents and folders in the CDEP. They are located in the sub folder WP4 in the SharePoint:

- [Branding guidelines and resources](#)
- [List of all WP4 contacts per partner](#) (under column WP4)
- [List of potential events good for Women TechEU](#)
- [Overall reporting](#)
  - Communication activities reporting
    - [Reporting spreadsheet](#)
    - [Evidence folder](#)
  - Dissemination activities reporting
    - [Reporting spreadsheet](#)
    - [Evidence folder](#)