

WOMEN TechEU

Deliverable 4.3 Dissemination, Communication and Exploitation Report (v1)

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1. Executive Summary

This report provides a mid-term account of the communication and dissemination (C&D) efforts so far undertaken by the Women TechEU project, reporting until M12 of the project (31 January 2025).

In D4.2 “Dissemination and Communication Plan” (DCP), the consortium presented its extensive strategy to maximise the project’s visibility, impact, and sustainable outcomes within the EU and Horizon Europe Associated Countries. This strategy rested on developing a cohesive, professional and active brand across a multitude of platforms, engaging with target audiences, multiplier groups, and the media, and maintaining a consistent presence in own- and third-party events across Europe over the past year. This strategy has not only been followed so far, but has been continuously expanded on it, pushing the consortium to reach greater heights than even the ambitious targets originally committed to within the DCP. The numbers achieved so far across virtually every target communication and dissemination metric are testament to the efficacy of the project’s engagement efforts and to the dedication of the partners. To name just a few highlights, at the close of the second open call for proposals (out of the planned four total), our KPIs have already been exceeded for numbers of startups (+15,000) and countries (+32) reached, as well as applications received in total (+1500).

This report therefore serves as a transparent account of what has been done so far, providing evidence of the consortium’s achievements and work, whilst also highlighting what has been learned so far, and what is planned in the second half of the project.

Section 3 of this report outlines, in quantitative terms, the communication and dissemination actions achieved at a ‘centralised’ level, as an entire consortium. The progress made towards each of the project’s communication and dissemination KPIs

are tracked in this section, and a mid-term account for all the actions so far implemented by the project's official communications channels is outlined.

Section 4 provides a breakdown of all actions undertaken by each of the Women TechEU consortium members, who through their dedication and concentrated efforts, have immensely contributed towards Women TechEU's success in reaching out to so many stakeholders and prospective applicants.

Section 5 gives a qualitative analysis into the project's communication and dissemination efforts at this crucial midway point of the project and the difficulties faced and addressed, the lessons learned.

Section 6 concludes by outlining the future plans of the consortium to continue reaching new heights within this project.

Lastly, **Section 7** concludes by reporting on the project's exploitation efforts so far.

Abbreviations & Definitions

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

2. Introduction

Dissemination and communication (C&D) is a crucial part of any EU-funded project. In a project such as Women TechEU, however, the consortium's C&D efforts have an increased level of relevance to the overall rationale behind the project.

The driving mission of Women TechEU as a project is to ignite the potential of European women-led early-stage deep tech startups, by providing 160 talented women entrepreneurs with a grant (non-dilutive) of 75K Euro and a personalised business development programme. In order to achieve this, the consortium has necessarily needed to reach, inform and engage thousands of stakeholders all across Europe. Without the C&D efforts, the project could not have gotten off the ground, and as this report will highlight, it is thanks to the comprehensive work of all the Women TechEU partners that the project has already seen such promising achievements at just halfway through the project.

In this report, the consortium's efforts to reach, and exceed, the ambitious targets set in the project Description of Action (DoA) and the subsequent DCP will be presented in detail. The project's communication and dissemination activities have been outlined, both those undertaken 'centrally' using the project's various channels, as well as those implemented by the individual consortium partners. Moreover, the project's performance in both quantitative and qualitative terms has been analysed at this crucial mid-way juncture, and the plans for the future of Women TechEU's communication and dissemination are discussed.

This report covers the project activities up to M12 of the project (31 January 2025).

3. Reporting on centralised consortium activities under the C&D Strategy

This section provides a comprehensive account of the actions and activities undertaken by the Women TechEU consortium in a centralised manner, via the official project communication channels and through organisation of events.

3.1. Overall strategy & KPIs

As outlined in the CDP, 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. Primarily, our strategy rests on three principal approaches:

- **Awareness:** Women TechEU aims to maximise outreach by informing diverse stakeholders, from the general public to deep tech professionals. We leverage multiplier organisations, innovation networks, and ecosystems across Europe to amplify our message, particularly in widening countries.
- **Information:** Interested stakeholders are provided with in-depth content on Women TechEU's goals, progress, and results. This ensures meaningful engagement by offering valuable insights that encourage active participation and support.
- **Engagement:** The strategy focuses on direct interaction with stakeholders, including potential collaborators and applicants. By offering tailored information and dedicated support, their involvement is facilitated and their specific needs are addressed.

The strategy as outlined has been followed and developed by the team, and positive results are being seen consistently. Below, progress has been tracked towards each WP4-specific KPI:

KPI Tracker Key		
Achieved	On track	To be initiated in next phase

Activity	Description	KPIs	Progress
Project website	An online portal which will serve towards two purposes: (1) Project Dissemination and (2) Applicants Platform	50,000 unique visitors	Achieved and superseded - currently at 64,759 on the main website, with an additional 4,021 on the DataHub .
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.	4 open call newsletters, 10 success story newsletters	3 open call newsletters done Success stories can only start once first cohort is done with its programme (March '25)
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.	12 own social media posts per month + retweets	Fully on track. We often need to post more frequently than this target.
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.	20 Women TechEU Champions identified	Not yet started - first cohort is not yet done from the programme. We will discuss our strategy on this at the project meeting in Malta.

Infographics	Digital infographics will support social media campaigns and simplify information regarding WTEU.	6 infographics created	4 done and shared on social media
Teaser Video	30-second teaser videos prepared in English, used to disseminate information about the open calls.	5 videos created	1 done for EIC Summit. 1 is in progress. 1 how to apply. The videos will be reframed to focus on success stories.
Traditional media	The project will engage traditional media channels (TV and radio) to disseminate information related to the initiative including events and open calls.	10 traditional channels engaged	15 (6 podcasts, 2 magazines, 2 radio, press release 3, media outlet)
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 EP and MS governments.	4 policy briefs	Topics of policy briefs have been identified and initial research is ongoing. These are planned to be published throughout the next year.
Event organisation	The consortium will use its own landmark events to promote the Women TechEU initiative including open calls and women-led startups.	6 flagship events per year	Achieved and superseded. 14 implemented
Event participation	The consortium will participate in high-impact events through existing events they already collaborate with to promote the initiative.	2 events per call	Achieved and superseded. 97 attended.
Regional presentations	We will engage regional agencies and deliver presentations and at regional events, prioritising less advanced innovation regions (widening countries).	10 regional presentations per call	25 attended so far.
Community events	Family-friendly events will be organised across Europe, where possible in partnership with local/regional agencies and emphasising less advanced innovation regions.	4 community events per call	11 attended so far.
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.	20 LOIs from accelerators 15 LOIs from universities/RIs	62 LOIs signed, 21 more in the process of signing. 49 are ecosystem builders; 13 are investors; 6 are universities; 3 are media; 2 are policymakers; 10 are other EU projects

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, with high-level stakeholders in attendance.	500+ attendees at final conference	Will take place at the end of the project.
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A key element of the strategy, as outlined clearly in the DCP, was the need to be agile, dynamic, and allow the communication and dissemination strategy to evolve as the project does. Rather than have updates every 6 months, it has been continuously monitored and adapted as and when needed – a strategy which has allowed the team to install a significant amount of innovations into original strategy. By way of example, over the past year the consortium has made the following notable adaptations:

- **The Allies Network:** an initiative spearheaded by EITM, this is a community actively being built that brings together organisations from across Europe, united in supporting women-led deep tech startups. This goes beyond signing LOIs with a small number of organisations, as initially envisaged in the DoA and DCP. It reaches out to 5 key stakeholder groups (ecosystem builders, investors, policy makers/public sector, media, and other EU projects/initiatives), and invites them to join the community through a value exchange framework. To date, 83 allies have signed up in a mutually beneficial collaboration wherein the consortium provides portfolio access, dissemination support, and knowledge sharing, and the allies extend the project reach in their own networks. The Allies Network is outlined in more detail in Section 3.11.
- **The Badge of Honour:** The WTEU consortium strongly believes in spotlighting as many innovators as possible, and to this end developed the Badge of Honour initiative. This recognises the top 20 women who, while not selected as winners, ranked highest among non-selected candidates, giving them public

recognition and showcasing them on the DataHub, [here](#). The Badge of Honour initiative is outlined in further detail in Section 3.12.

- **Our official email channels:** As described in further detail in section 3.12, very early on in the project the team realised the need to establish official email channels that would streamline communication about different aspects of the Women TechEU programme, at every stage from application, to sub-grant management and implementation of programme of services. Of these channels, only the Helpdesk email was initially foreseen in the DCP, and even the Helpdesk had a much bigger role in the project than originally envisaged. This has necessitated continuous updates to the approach.
- **Events strategy:** While the consortium always had an ambitious events plan and KPIs to match, we have needed to adapt our event identification and planning methodology given the volume of activities that needed to attend and the size of the consortium, including setting up an interactive event management tool, the events email account, and increasing the number of events attended by the consortium. See section 3.10.
- **Communication packs:** as described in section 3.3, we have identified the need to provide consistent guidance to different stakeholder groups who, while not part of the official consortium, still play a role in disseminating/communicating WTEU. Therefore, comms packs were developed and provided to them accordingly.
- **Project website:** From queries received on Helpdesk, it was clear that people were not reading the FAQs or were not finding the information they were looking for. We introduced a **search bar** search option into the FAQ, and re-ordered the FAQs to ensure a more logical sequence. We've also made several cosmetic changes to the website over time to draw people's attention

more to where they can get information, such as making call to action buttons/banners larger or more prominent.

- **The DataHub:** The DoA under Task 2.4 initially established the need for the “statistics office”, which would track the results of each call, visualise it according to pertinent metrics such as country coverage, percentage of successful companies, etc, and make it publicly available on open data repositories. To achieve this aim, the AcrossLimits team developed an open data repository as part of the Women TechEU website, the [DataHub](#). This innovative approach has allowed us to customise the way Women TechEU programme data can be accessed, filtered and searched by all stakeholders, allowing them to access data on (i) Women TechEU winners; (ii) Badge of Honour recipients; and (iii) Overall call statistics. The DataHub is explained in more detail in section 3.5.1.

3.2. Local communication partner nodes

At the start of the project, we had envisaged the establishment of local communication partner nodes in order to push out the Women TechEU message at a local level and use existing networks to encourage applications from local deep-tech and women entrepreneur communities. However, interest in the project was immediately so positive that it was clear that organic reach and stakeholder engagement was having an impact without the need for the establishment of formal structures for communication at the local level. Each partner was required and encouraged to reach out to their existing local, regional and national network and involve stakeholders in a way that maximised their own communications efforts, using whichever method and channels that is most effective for their individual context.

Moreover, the comprehensive community building activities, in particular the allies

network as developed and monitored by EITMW, served to set up a pan-European communication node in its own right. Each ally that signs up receives a detailed communication pack (see below) that guides them on communicating with Women TechEU and provides them with downloadable resources to do so.

3.3. Visual identity

The CDP provided the initial definition of Women TechEU's brand, and was the foundation for all subsequent work into developing WTEU's distinct identity, which is used cohesively by all partners. We strongly believe that the strong brand identity of Women TechEU is one of the cornerstones of the project's success, allowing us to have a recognisable image that people have now started to associate with the programme.

Using the brand guidelines established in the CDP, AcrossLimits developed a set of internal templates, brand user guidelines, and visual toolkits for the consortium to use, so that the consortium has access to a centralised set of messaging tools for any physical or virtual communication on the project. These are maintained in the project's Sharepoint, and include amongst others templates (slide deck, letterhead, general document, press release), a set of approved stock photos and icons that are in line with our brand and tone, virtual backgrounds for use in online meetings, and the logo pack. Examples of key visual identity elements are included below:



Figure 1: Brand Identity Document

Documents > 2. WP Documents > 2.4 WP4 > x. Branding > Icons > Core Brand Icons

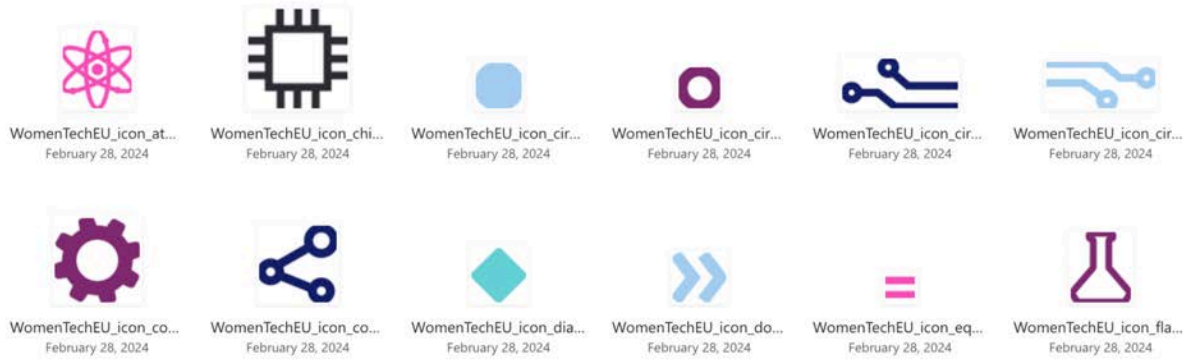


Figure 2: Brand icons

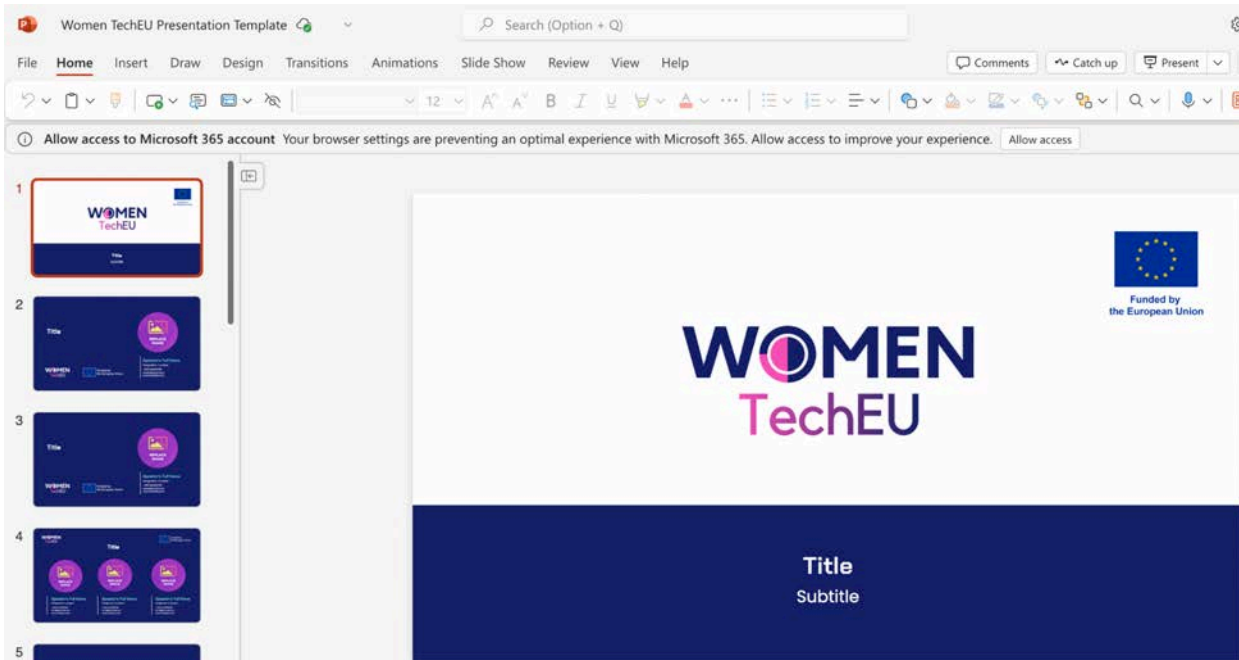


Figure 3: Presentation template

Documents > 2. WP Documents > 2.4 WP4 > x. Branding

Name	Modified
EU Funding Logo - English	February 28, 2024
Icons	February 28, 2024
Social Media Covers	May 25, 2024
Stock Photos	May 25, 2024
Templates	February 28, 2024
WomenTechEU_LogoPack	February 28, 2024
x_Partner Logos	February 29, 2024
Zoom	April 9, 2024
WomenTechEU_Brand_Identity_Overview_FI...	September 25, 2024
WomenTechEU_SocialMedia_Mockup_Previ...	February 28, 2024

Figure 4: List of templates and resources available on the Sharepoint.

Additionally, the AcrossLimits team developed a Communications Pack for a number of different stakeholders, giving them guidance on how to promote WTEU online and resources to do so. This slide deck includes an overview of what WTEU is, communication guidelines, communication assets (such as common posts relevant to that target group, e.g. winner announcement posts, as well as assets like digital badges and social media profile image frames), and basic 'how to' guidelines for use. This ensures that brand consistency and messaging is retained not just by the consortium but also by all other stakeholders with an interest and requirement to promote WTEU, namely:

- WTEU winners;
- WTEU badge of honourees;
- WTEU allies

Select screenshots are provided below of each.

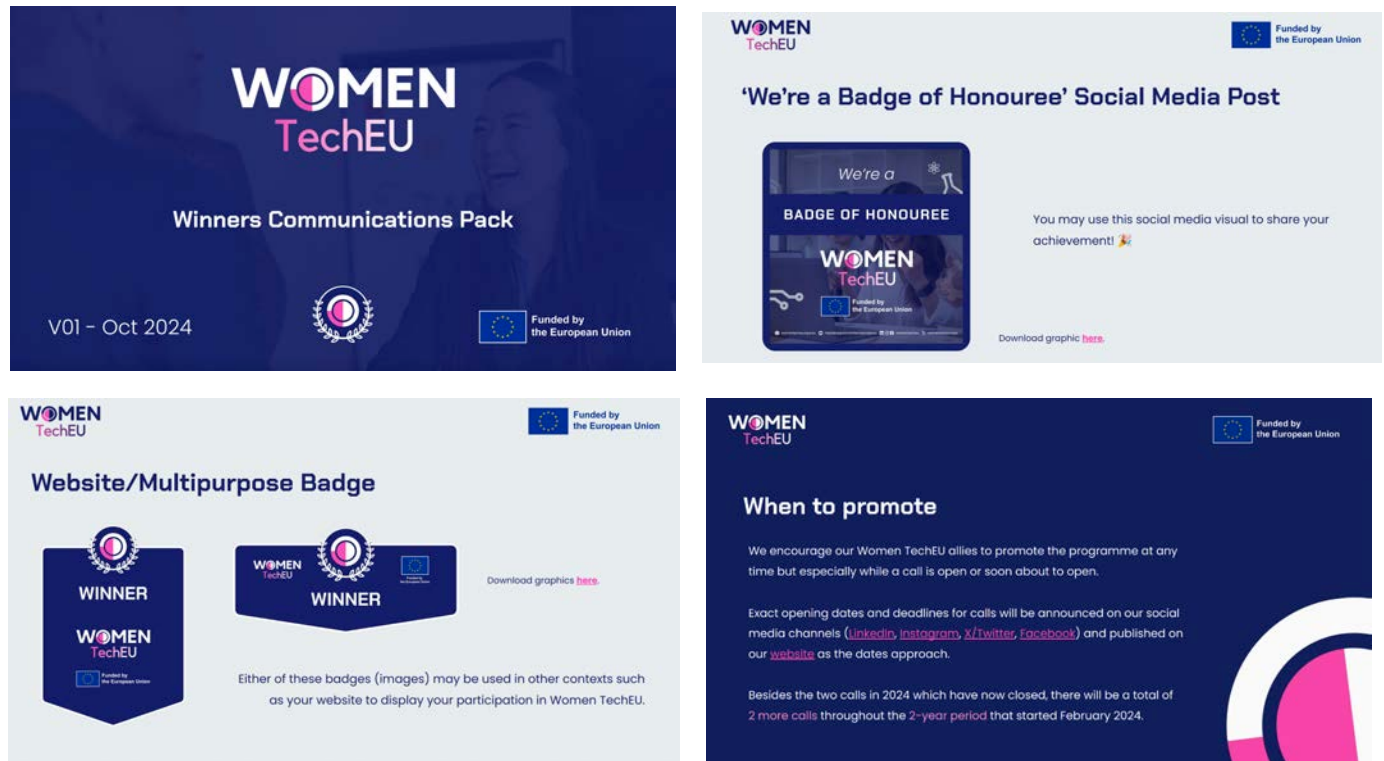


Figure 5: screenshots from the 3 WTEU Communication Packs

3.4. Promotional materials

As the central communications lead, AcrossLimits has developed various branded promotional materials intended for widespread use across dissemination and communication activities related to Women TechEU:

- 3x Women TechEU roll-up banners;
- 2-sided A5 flyer;
- 4-sided A5 brochure;
- Business cards;
- Pens;
- Neck scarves;

- T-shirts;
- Enamel pins;

These have been prepared and printed by AcrossLimits and have been distributed to all partners and/or intended recipients (e.g., winners for the pins) as needed. More material may be developed and/or re-printed if need be.



Figure 6: photos from the EIC summit showing WTEU promotional materials

3.5. Project website

The Women TechEU project website, managed by AcrossLimits, serves as a central hub, hosting call documents, FAQs, session materials from InfoDays, and an integrated DataHub (added in Month 8). AcrossLimits and Sploro have worked hand in hand to ensure that the website and the Sploro platform work seamlessly together during call times.

We also continuously seek to improve the website and the quality of user experience, so there have been several updates over the months as we interact more with our target audience and stakeholders, as well as take on feedback from the consortium and lessons learned the more calls we run. Such updates include:

- The [FAQ section](#) was updated with a search bar, allowing users to search all FAQs using any keyword they require
- The latest [Infoday](#) always remains uploaded on the website (and is updated each time there is a new Infoday), including the session materials
- The appeals process was moved to an online form on the website which opens and closes precisely during the appeal period, thus streamlining the process and removing the burden from the Helpdesk team to manually compile each appeal and have back-and-forth conversations with those who appeal with missing information (such as appealing without providing any evidence or textual description of the reason for their appeal)
- The [DataHub](#) of winners of the 1st call was added to the website in Month 8 (see below)

Our website metrics show the impact of the project and the extent to which we have managed to reach different audiences. At time of writing (31 January 2025), the website has exceeded the 50K unique website visitors KPI – we are currently at 65K:

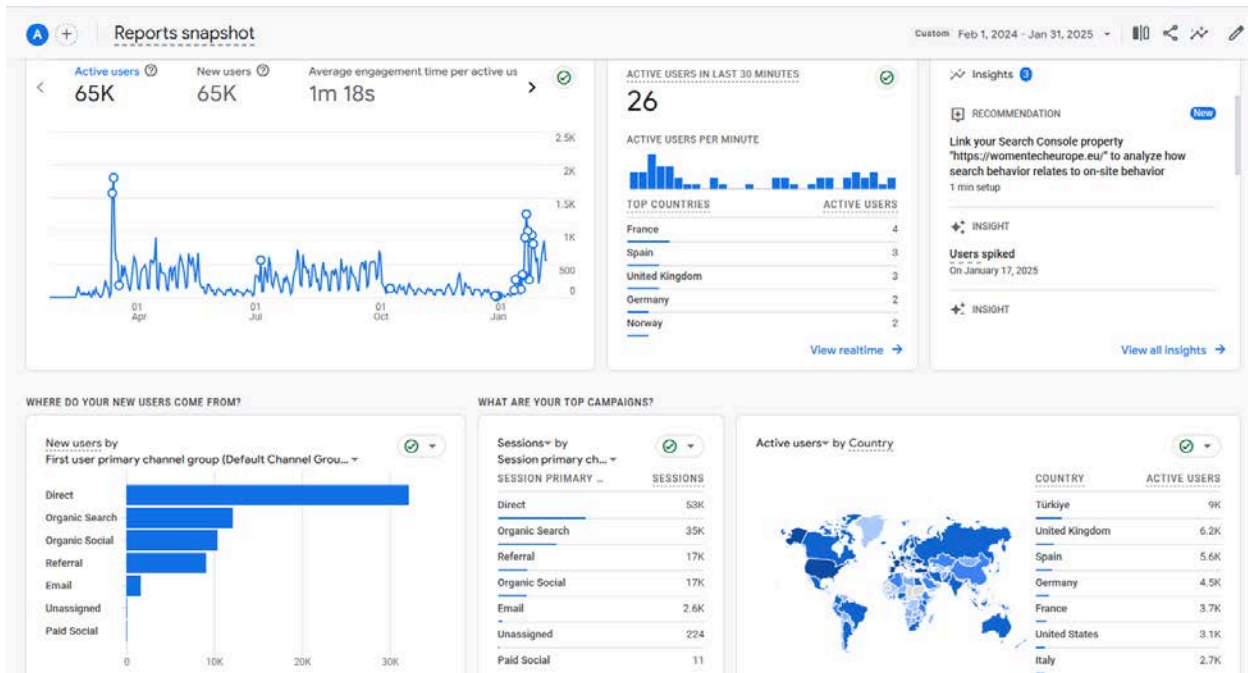
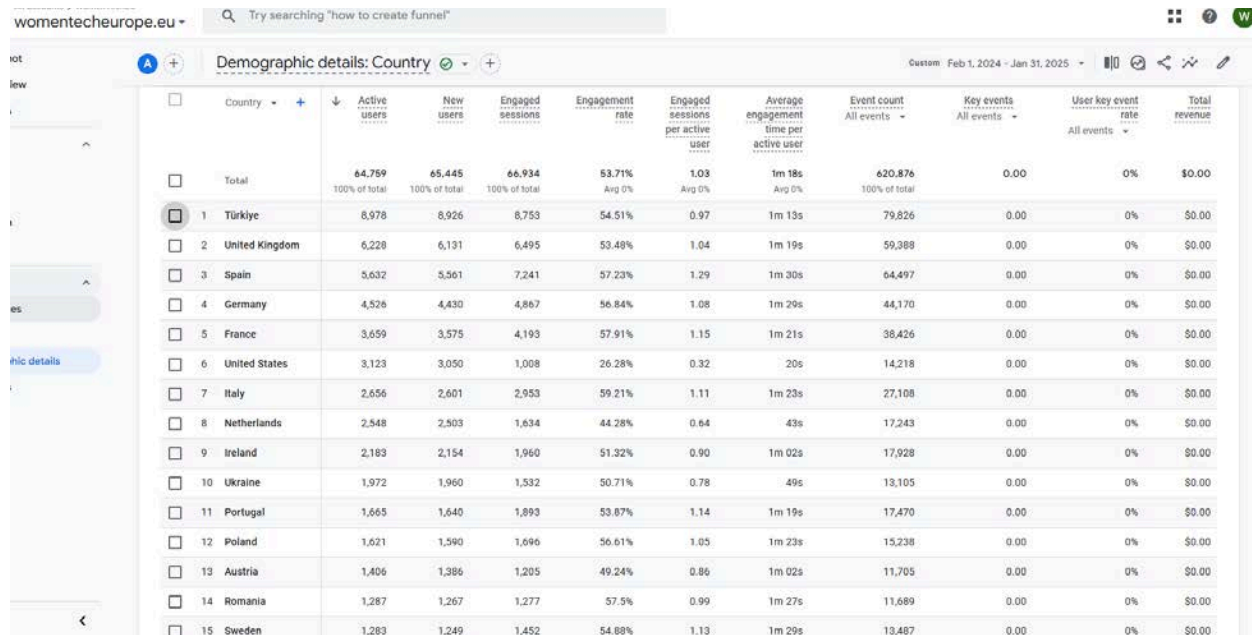


Figure 7: website report snapshot as of 31 January 2025

Moreover, we have achieved a great range of countries. We believe the large number of visitors from the US are not necessarily US-based individuals but rather people who use US-based VPNs or servers to access our website.



Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count	Key events	User key event rate	Total revenue
Total	64,759	65,445	66,934	53.71%	1.03	1m 18s	620,876	0.00	0%	\$0.00
1 Türkiye	8,978	8,926	8,753	54.51%	0.97	1m 13s	79,826	0.00	0%	\$0.00
2 United Kingdom	6,228	6,131	6,495	53.48%	1.04	1m 19s	59,388	0.00	0%	\$0.00
3 Spain	5,632	5,561	7,241	57.23%	1.29	1m 30s	64,497	0.00	0%	\$0.00
4 Germany	4,526	4,430	4,867	56.84%	1.08	1m 29s	44,170	0.00	0%	\$0.00
5 France	3,659	3,575	4,193	57.91%	1.15	1m 21s	38,426	0.00	0%	\$0.00
6 United States	3,123	3,050	1,008	26.28%	0.32	20s	14,218	0.00	0%	\$0.00
7 Italy	2,656	2,601	2,953	59.21%	1.11	1m 23s	27,108	0.00	0%	\$0.00
8 Netherlands	2,548	2,503	1,634	44.28%	0.64	43s	17,243	0.00	0%	\$0.00
9 Ireland	2,183	2,154	1,960	51.32%	0.90	1m 02s	17,928	0.00	0%	\$0.00
10 Ukraine	1,972	1,960	1,532	50.71%	0.78	49s	13,105	0.00	0%	\$0.00
11 Portugal	1,665	1,640	1,893	53.87%	1.14	1m 19s	17,470	0.00	0%	\$0.00
12 Poland	1,621	1,590	1,696	56.61%	1.05	1m 23s	15,238	0.00	0%	\$0.00
13 Austria	1,406	1,386	1,205	49.24%	0.86	1m 02s	11,705	0.00	0%	\$0.00
14 Romania	1,287	1,267	1,277	57.5%	0.99	1m 27s	11,689	0.00	0%	\$0.00
15 Sweden	1,283	1,249	1,452	54.88%	1.13	1m 29s	13,487	0.00	0%	\$0.00

Figure 8: snapshot of website demographic statistics as of 31 January 2025

3.5.1. The DataHub

The DataHub has been another initiative in the long list of innovations that the Women TechEU consortium has invested in to ensure even more ambitious C&D achievements. In the DoA, we had planned for a “statistics office” under task 2.4, which would compile and visualise pertinent open call statistics and publish them on an open data repository. To streamline this provision of data, keep all Women TechEU information in one place, and ensure that the way we present the information is in line with our overall brand and image, we instead decided to create our own free data repository as a sub-section of the project website:

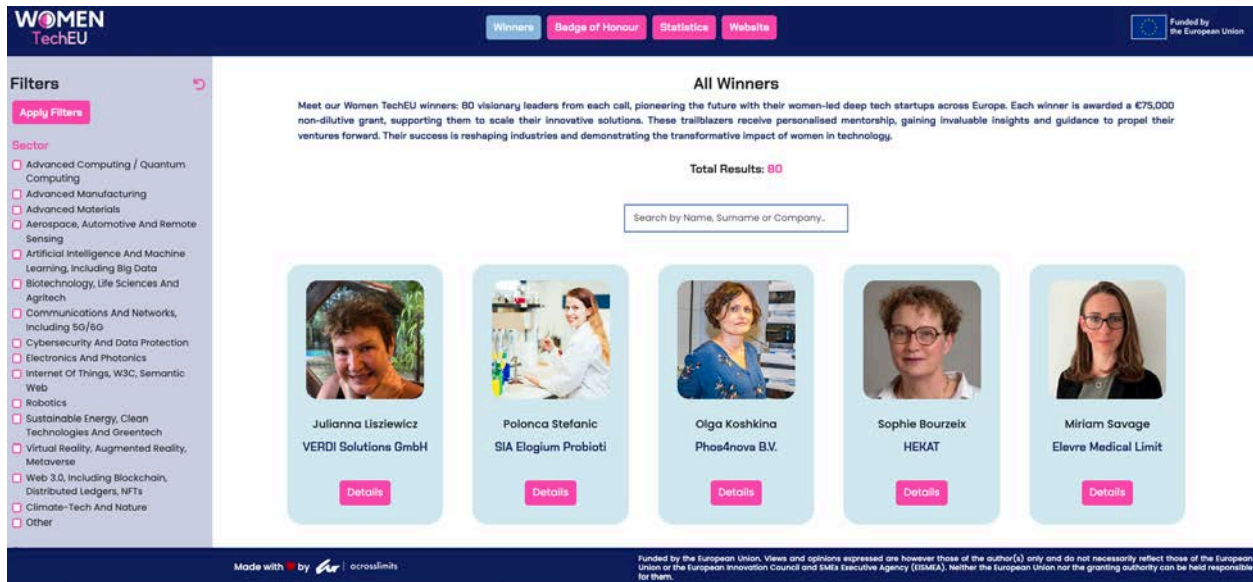


Figure 9: The DataHub landing page

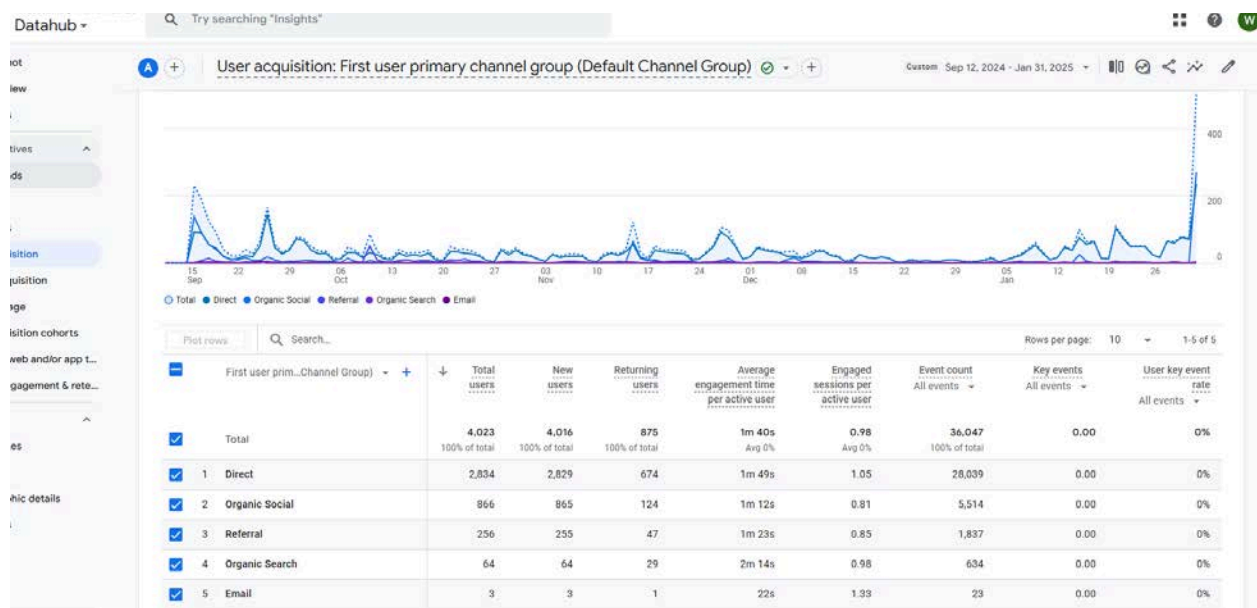
This initiative has allowed us to give great flexibility and ease of use to any stakeholder interested in consulting the data coming in from the open calls, which is monitored by Sploro. Users can filter their search, looking up winners and badge of honourees by sector, country, and call number. For each winner, we provide the name and photo of the lead applicant, her country, company name, company website, personal LinkedIn and the project name. For winners, a short summary of what their project will achieve is included, whereas for Badge of Honourees we provide a summary of their company.

Moreover, the DataHub also publishes all open call statistics in one place, under the [statistics tab](#). After the data is provided by Sploro, the AcrossLimits design team works on visualising this statistical information in a visually compelling manner. These visuals are published on social media, but on the DataHub they are compiled in one easily-accessible repository, and users can toggle across different data categories with ease.



Figure 10: Call statistics on the DataHub

We can already observe that DataHub is achieving its goal to communicate this important information to our intended audiences. From the website statistics, we know that 4,023 people have visited the DataHub, as per screenshot below:



3.6. Social media strategy

As outlined in the CDP, a key element of our outreach strategy is the management of the project's online presence, which includes the Women TechEU website and official social media channels [LinkedIn](#), [Facebook](#), [Instagram](#), and [X](#) (formerly Twitter). Since their launch in Month 2, these platforms have been constantly updated with professional and engaging content, including project updates, Women TechEU calls, deep tech-related news, and event participation highlights. AcrossLimits has ensured a consistent posting schedule, averaging at least three posts per week, with additional content during periods of heightened activity. The vast majority of posts also feature visuals designed to accompany our posts. Future plans include spotlighting the winners once we have the first batch of entrepreneurs who complete the programme from the first cohort, to further showcase their success and inspire potential participants.

Our posts enjoy a notable engagement rate, continuously on the rise. The below is the analytics from the WTEU LinkedIn for this reporting period, which reflects the substantial amount of work and hours that goes into planning and executing our social media presence and content. It is immensely encouraging that, in just the first year of the project and on just one platform, we have had more than half a million total impressions on our posts. These have all been completely **organic** - we have never had to sponsor our content.



Figures 12-13: LinkedIn analytics as of 31 January 2025

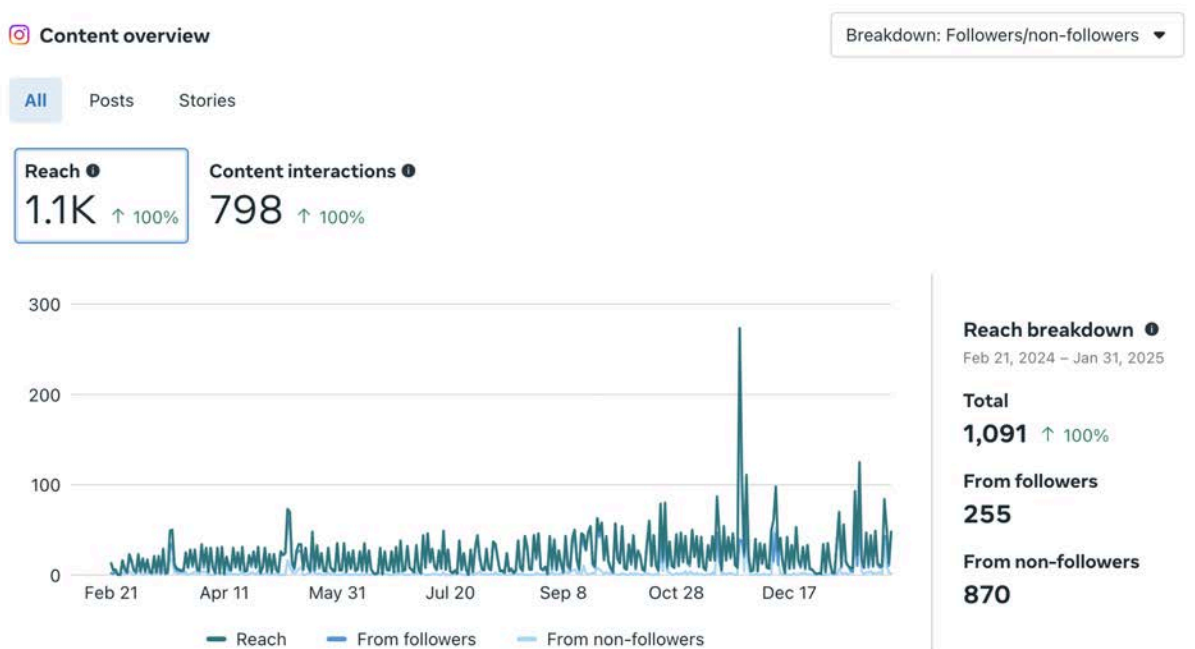


Figure 14: Instagram analytics as of 31st January 2025

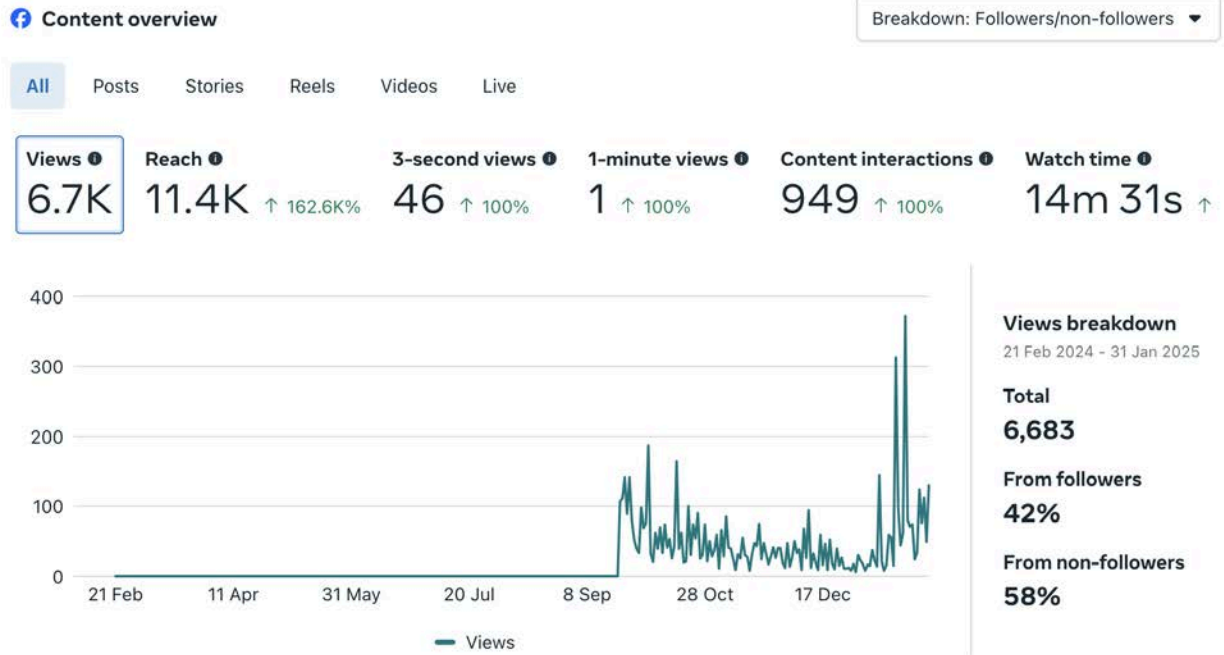


Figure 15: Facebook analytics as of 31st January 2025

NB: Since X has removed the ability to view analytics without paying a Premium Fee, we are unable to provide metrics for this platform at this time.

In terms of followers across all social media platforms, we have reached almost 9,000 followers:

Platform	Followers
LinkedIn	8,269
Instagram	263
X (Twitter)	171
Facebook	142

3.7. Online videos

As outlined in the DCP, we have a target of 5 online videos to be developed to promote the scheme. The initial plan for the videos was:

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

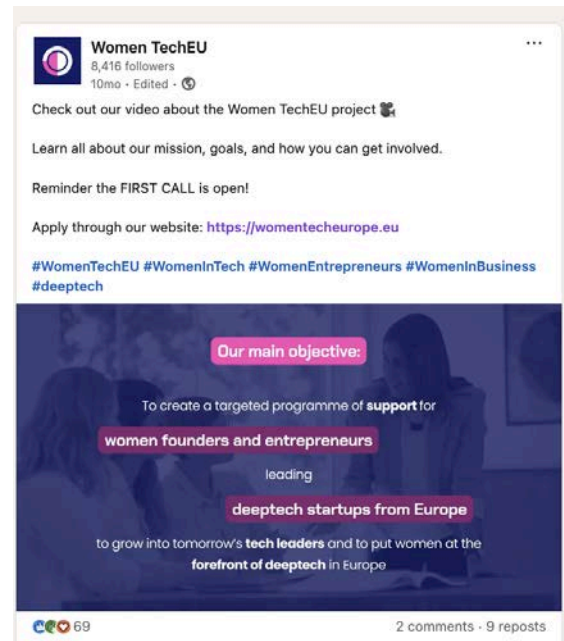


Figure 16: First WTEU video - about the project

During implementation, it was determined that it is not necessary to invest resources in the remaining “how-to” style videos, as we are reaching a very high number of applications, and prospective applicants are receiving detailed information through the Helpdesk, FAQs, and 2 Infoday webinars per call. The webinars in themselves include a detailed recorded video taking applicants through the application process, and the webinar in its entirety is recorded and made accessible to all online.

Therefore, we have shifted our focus on promoting success stories, to highlight the impact and importance of Women TechEU as well as providing a spotlight to our beneficiaries who are advancing the EU deep tech sector. As the first cohort is a month away from finishing their programme, we will now start focusing on developing the final 3 videos.

3.8. Newsletters

As per the DCP, AcrossLimits is responsible for distributing 14 newsletters to registered users on the Women TechEU website: One linked to each open call (4 total) and one every two months highlighting success stories of startups selected after the 1st call.

As of 31 January, we have distributed 3 newsletters, one per call. As the first cohort is a month away from finishing their programme, we will now start focusing on reaching out to our applicants and distributing a success story newsletter every 2 months. The 3 newsletters have been distributed to 813 persons, 1087 persons and 1288 persons, respectively (in chronological order of distribution). Each newsletter provides an update of the project’s progress, highlighting key milestones, upcoming events, and significant achievements.



Figure 17: WTEU Newsletters from Mon 13 May 2024 and Mon 20 Jan 2025

3.9. Traditional Media

Traditional media engagement has also been utilised, with the project disseminating information through TV, radio, magazines, media houses, and podcasts to reach a wider audience. This multi-channel approach ensures that the Women TechEU initiative remains visible across diverse platforms, fostering inclusivity and engagement throughout Europe and beyond.

Traditional media has been key to reaching local, regional and national audiences, and here the individual efforts of each respective partner to reach out to their respective media houses and channels has been instrumental. Therefore, our traditional media efforts are detailed under each partner responsible.

Women TechEU successfully engaged with 15 traditional media to amplify its impact and reach broader audiences. Our efforts included a radio feature at the University of Malta and an Interview on Cope Lleida (local radio), participation in 6 podcasts, including a notable session on the EIC podcast, and a detailed article published in a magazine.

3.10. Events

The DoA and subsequently the DCP foresee a comprehensive events strategy to disseminate the Women TechEU programme, engage our stakeholders, and contribute towards the further development of the European deep tech community. This task is under the leadership of EITM South, and they have coordinated Women TechEU's involvement within landmark and high-impact events, delivery of regional presentations, and organisation of community-building initiatives, such as the Allies strategy led by EITM West. Our presence across a wide range of event modalities is necessary to ensure continuous interaction with our stakeholders and prospective applicants.

The events account (events@womentecheuropa.eu) managed by EITM South also plays a pivotal role in facilitating external engagement. It serves as a contact point for invitations to conferences and events, ensuring smooth communication with external stakeholders and providing official notifications to Women TechEU winners.

EITM South has established a comprehensive internal event management system - detailed in our recently submitted internal progress report D1.2. The screenshot below is of our dashboard of attended events and its distribution by partner. As the dashboard is a live document and continuously updated, the data reflects events attended until 28 February 2025, slightly exceeding the timespan coverage of reporting (31 January).

Dashboard	Realised	KPI	To target
Total Number of events	111	76	-35
Type of Events			
Landmark/flagship	17	12	-5
High-impact Event	52	8	-44
Regional presentation	30	40	10
Community event	12	16	4
Format of events			
Online	29	N/A	
In person	82	N/A	

Distribution by partners		
Across Limits	11	N/A
AFAEMME	9	N/A
Awaken Hub	15	N/A
Climate-KIC	3	N/A
EBAN	5	N/A
EIT Food	6	N/A
EIT Health	4	N/A
EIT Manufacturing	31	N/A
Finance Innovation	8	N/A
Sploro	18	N/A
WA4STEAM	2	N/A

Figure 18. Dashboard of Women TechEU Events as of 28 February

It should also be noted that 2 virtual infodays per call are held to support potential applicants and ensure their full understanding of the programme requirements. While as a task these fall under WP2 as part of open call management, they are at the same time a key dissemination and outreach tool at the consortium's disposal.

These virtual sessions, coordinated by Sploro and AL, provided detailed guidance on the application process and addressed queries in real-time. Recordings of these webinars are made available to ensure accessibility for all participants, and the most recent webinar is kept online on the website. Each session is complemented by follow-up communications through the Helpdesk managed by AL (helpdesk@womentecheurope.eu), ensuring that all stakeholders receive comprehensive support throughout the process.

3.11. The Allies Strategy

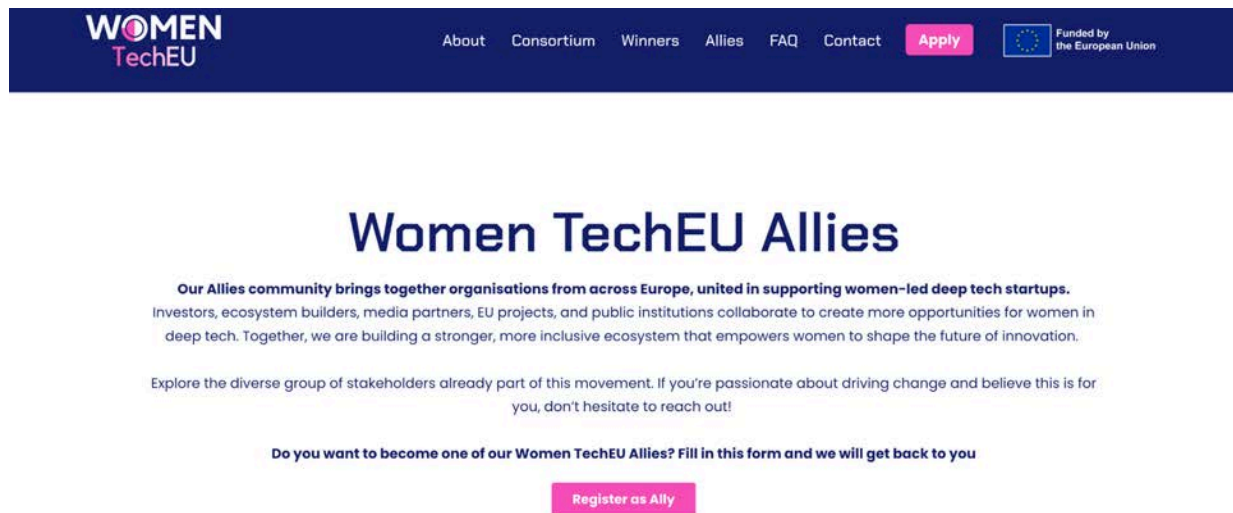
The Allies Network is one of the most impactful innovations led by EITM West that we have introduced into our communications and outreach strategy. As described recently in our interim report, this initiative was designed to expand the programme's presence in underrepresented regions, such as widening countries, enhance accessibility, and foster partnerships with organisations aligned with Women TechEU's mission. By bringing together ecosystem builders, investors, policymakers, media, and other EU initiatives, the strategy significantly enhances the programme's impact and creates greater opportunities for women in deep tech.

The strategy employs a structured three-phase approach (attraction, onboarding, and scale-up) to engage and support allies effectively. As of now, 83 allies have been onboarded or are in the process of joining, including 49 ecosystem builders, 13 investors, and 10 EU projects. Women TechEU's allies benefit from access to a curated portfolio of startups, dissemination support, and shared insights, while Women TechEU gains increased outreach, improved visibility, and greater funding opportunities for participants.

This strategy has proven to be a transformative element in advancing Women TechEU's mission, extending its reach, and strengthening its ecosystem. It serves as a

cornerstone of the project's efforts to empower women entrepreneurs in deep tech and foster sustainable impact across Europe.

The full list of allies divided per category can be found at the project's website [here](#).



Figures 19: Allies page on the WTEU website

3.12. The Badge of Honour Initiative:

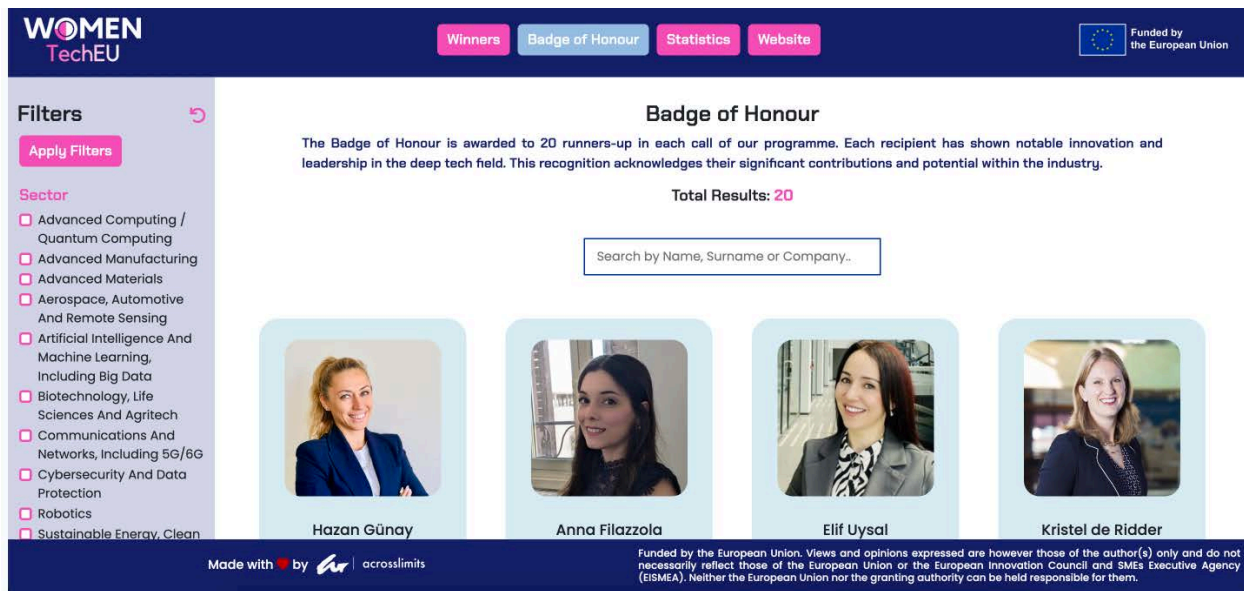
As again already reported in the internal progress report, The "**Badge of Honour**" **initiative** recognises the top 20 women applicants who, while not selected as winners, ranked highest among non-selected candidates. The eligibility criteria are recipients who had undergone full eligibility and legal validation processes and were positively recommended by evaluators.

This initiative provides public recognition through certificates, as well as visibility on the project's website and social media platforms. By showcasing these talented

women, the programme enhances their opportunities to attract private investment or access additional funding, further supporting their entrepreneurial efforts.

The initiative was implemented through a collaborative effort by the consortium with tasks shared between the core partners. As an initiative, it contributes substantially to our overall community building efforts and to our commitment towards maximising awareness of trailblazing European women who are breaking barriers in the deep tech sector.

Badge of Honour selected applicants from Open Call 1 are presented [here](#).



Figures 20: Allies page on the WTEU website

3.13. Women TechEU’s official email channels

Early on in the implementation of the project, the core team recognised the need to streamline official communication on specific topics, as well as to remove the responsibility of any one individual partner organisation to speak on behalf of the entire consortium on any matter.

Therefore, the below accounts were created. These were not specifically envisaged within the DoA, however these are proof of the consortium's constant investment in going beyond our commitments to ensure the most effective and efficient operations of the project.

- *events@womentecheurope.eu*: Managed by the dedicated WTEU Events team (EIT Manufacturing), this account coordinates WTEU's participation in external events and facilitates collaboration with organisations wishing to host WTEU representatives.
- *helpdesk@womentecheurope.eu*: The official support channel for questions regarding eligibility, application processes, and other programme-related inquiries. It is also the channel used by prospective mentors and evaluators when calls were open. It serves as the main point of contact for participants and stakeholders seeking assistance. It is also the channel used so far to send out appeal responses, and was key in streamlining appeal submissions in the first and second call. All technical issues must first go through the helpdesk before being escalated to the technical email. Additionally, any requests to re-open submissions must be directed through the helpdesk.
- *social@womentecheurope.eu*: Used internally by AcrossLimits to manage social media platforms and distribute the WTEU newsletter.
- *technical@womentecheurope.eu*: Operated by the Technical Support team (Sploro), this account addresses technical backend issues related to the Sploro platform, ensuring a seamless experience for applicants and programme participants.
- *grantmanagement@womentecheurope.eu*: Managed by EITMW, this account supports WTEU winners in sub-grantee agreements and other legal matters. It

also coordinates the KPIs selection, progress, monitoring and reporting of the Women TechEU participants, as well as the overall FSTP management.

- *services@womentecheurope.eu*: Dedicated to the team responsible for delivering the WTEU programme of services (AwakenHub), this account facilitates communication with participants regarding their engagement in the programme.

3.13.1. The Helpdesk

Of the above email channels, the Helpdesk plays the biggest role when it comes to outwards communication towards our stakeholders. The other email channels listed above serve to streamline our internal planning, communication or trouble-shooting with [prospective] applicants, beneficiaries, and collaborators. On the other hand, the Helpdesk has the specific responsibility to act as Women TechEU's official mouthpiece, and on average handles around 70 email communications per week. Under 'normal' operations, we answer each query within 2 working days. At times of high volume of communication (typically corresponding to call opening/closing, results communication and appeals periods), we institute an automatic responder informing those who contacted us that it will take us 4 working days to get back to them.

This task has proven to be a very resource-heavy responsibility, and requires a lot of effort, patience, and positivity. 4 team members have been assigned to work on it in different roles, allowing for constant daily monitoring of the inbox, and giving us enough in-built personnel 'back-ups' for when different team members are not in office. All the Helpdesk team must also be fully in the loop on every single aspect related to the project, and continuously in touch with the core team, in order to make sure that those who reach out to us get timely, professional and accurate responses.

The benefit of the Helpdesk is that it has allowed us to gain continuous insight into the experience of applicants; by monitoring the type of questions being received and their tone, we have been able to keep our fingers on the pulse of our audience and stakeholders. There have been numerous instances where communication received via the Helpdesk has resulted in us adapting our approach, adapting internal management processes, or ensuring more information is provided on a certain topic/aspect of the programme. This has been more fully detailed in section 5 - Analysis of mid-term achievements and lessons learned.

4. Reporting on individual partner activities under the C&D Strategy

This section details the ways in which each individual partner organisation has contributed towards raising awareness, facilitating engagement, reaching and engaging with the women entrepreneurs in the deep tech sectors, stakeholders, and the general public.

Under the WP leadership of AcrossLimits, as a consortium we have established an efficient system for ensuring consistent participation by all partners in a way that strategically maximises the strengths of each consortium member. Beyond the monthly General Assembly meetings focused on the running of the project as a whole, AcrossLimits has established a monthly WP4 meeting that focuses solely on our joint dissemination efforts. Each month AL gives an update of what has been done from the central communication channels and tracks progress made towards the KPIs each month. This meeting also serves to highlight important project updates or actions that will need to be promoted by all the partners over the coming month. Then, each partner intervenes to provide an update on what they did over the past month by way of C&D activities, and what they have planned for the next month. This has ensured that C&D is kept to the forefront of WTEU operations - a necessary requirement in a project whose effectiveness hinges on our ability to reach out to the target audience and potential applicants.

Moreover, we keep internal spreadsheets - a Communication Activities document and a Dissemination Activities document - that is available in the project subfolder _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 regularly update these files for their activities, as well as keep track of evidence for each item reported.

4.1. EIT Manufacturing

4.1.1. Digital media engagement

EIT Manufacturing and the entire consortium encouraged active dissemination of the Women TechEU activities in the national and regional media all across Europe and beyond, resulting in 142 news items overall in relevant media for M1-M12. Seven of those news items came from Central European countries covered by the EITM East office. Additionally, EITM East provided the media monitoring tool Onclusive needed to accurately gather media clippings.

Besides regular media coverage, other external websites, newsletters, member/partner/hub websites also reported on the activities of Women TechEU. Each open call was extensively promoted on all EIT Manufacturing channels – social media, LinkedIn newsletter, corporate newsletter, as well as regional newsletter (EITM East and EITM South) in order to reach our network, thus contributing to reach relevant KPIs in terms of applications received and startups reached, while ensuring a good reach of widening countries especially the Balkan region.

EIT Manufacturing, leveraging its strategic presence in multiple impact centers across various countries, aims to create broad regional coverage, facilitating cross-border collaboration and innovation during events. This approach ensures that the organisation remains aligned with its strong commitment to environmental sustainability, integrating eco-conscious practices into all its activities.

In early March, an interview article with Teresa Hernandez, WTEU Lead, was published on the EIT Manufacturing website. This article promotes the initiative and supports its outreach efforts.

Additional coverage included mentions in partner newsletters such as Vienna Business Agency and AustrianStartups and social media posts, further disseminating the WTEU open calls to a broad audience.



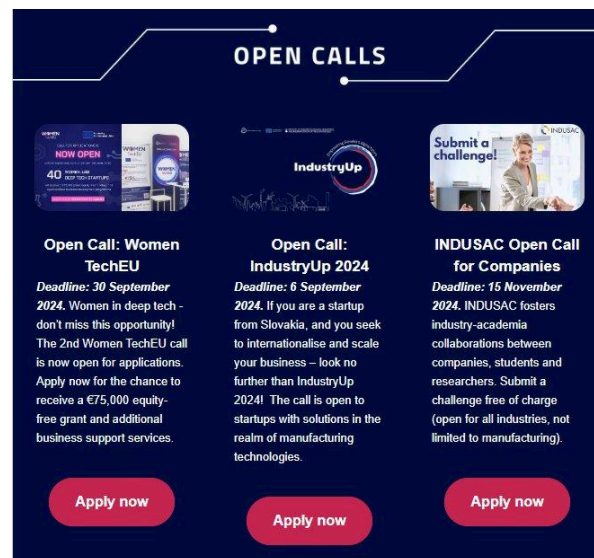
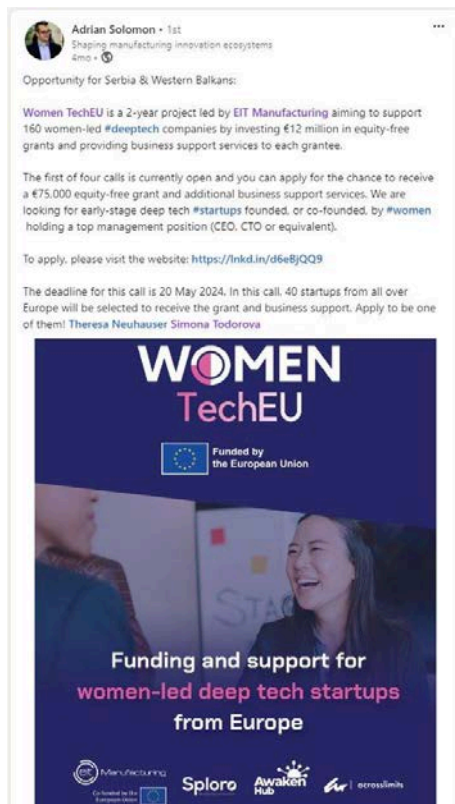
Figures 21: AustrianStartups newsletter, Vienna Business Agency newsletter, April 2024

In March 2024, a dedicated Women TechEU page was created on the EITM website, providing ongoing updates about the programme and related activities. In the same month, a podcast episode on the EIT Manufacturing podcast “The Art of Making” related to WTEU was recorded and released, contributing to audio content outreach. This podcast was shared via social media and targeted to both industry professionals and the broader public. The episode can be found [here](#).

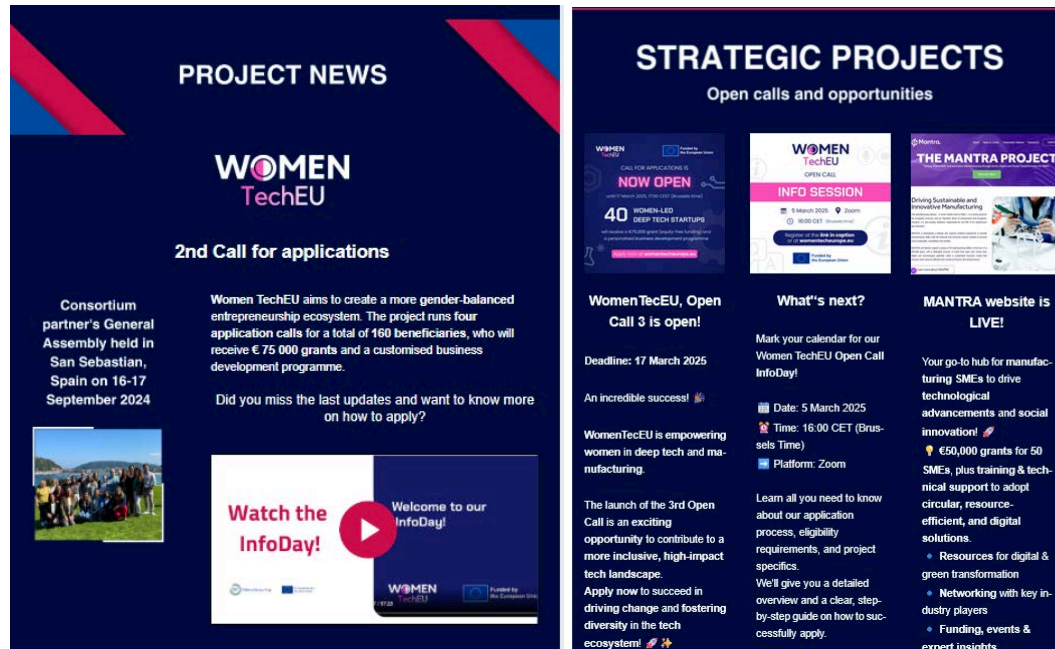


Figure 22: The “Art of Making” podcast visual with Teresa Hernandez, March 2024

Open call information was distributed via corporate LinkedIn posts as well as personal posts of colleagues, and other forms of digital outreach, to engage potential applicants and industry stakeholders.



Figures 23: Adrian Solomon, Manager Serbia, EITM East promoting the open call; EITM East newsletter



Figures 24: EITM South promoting the open call on EITM South newsletter

The call information was shared with our RIS Hubs in widening countries such as Romania, Bulgaria, Hungary, Croatia, to further spread the call reach and drive applications from widening countries.

Information about the open calls was shared with everyone in the EITM East team as well as the Managing Directors of all other EITM offices via an extensive email.

EITM South participated in the promotion of WTEU project, and also information about open calls and events through their contact on their RIS Hubs in widening countries, such Malta, Switzerland, Israel, Bosnia and Herzegovina, Kosovo, and Montenegro.

4.1.2. Traditional media engagement

EITM East facilitated a podcast recording with a previous Women TechEU winner, Megi Mejdrechova, who shared her experience with the programme and urged other women to apply for the open call. The podcast in question, “Lunch Break Stories” is a well-known award-winning Austrian podcast hosting female founders who share

their stories. The episode was then released in August 2024 and was promoted on our corporate social media channels as well as the podcast host’s channels and Megi’s personal LinkedIn profile. The episode can be found [here](#).

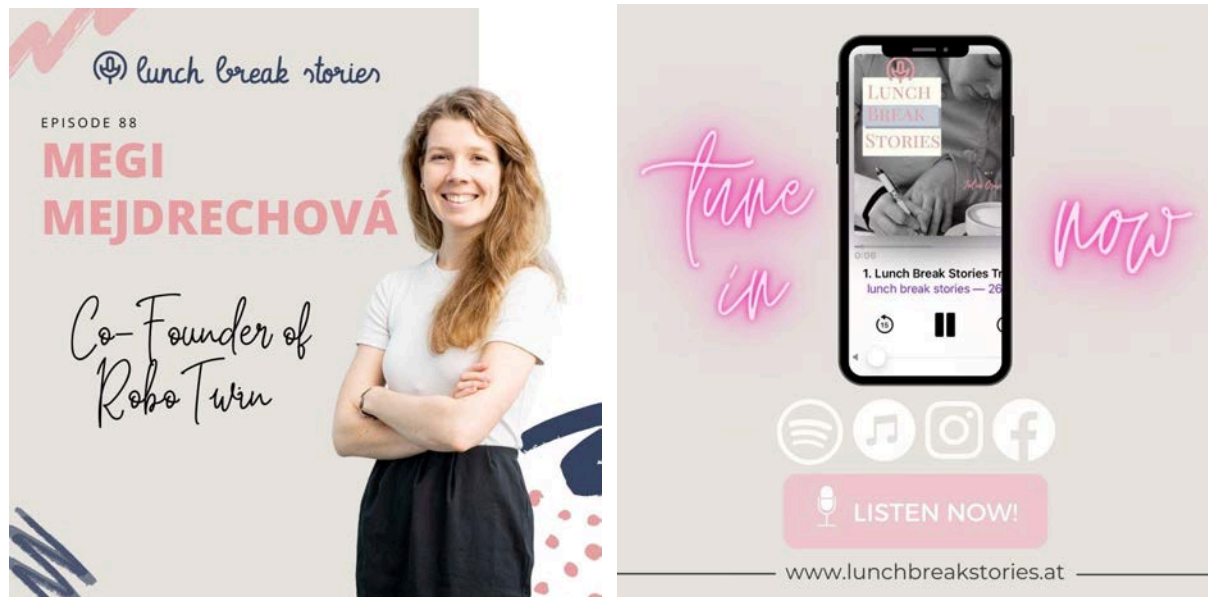


Figure 25: Lunch Break Stories podcast cover with Megi Mejdrechova, previous WTEU winner, August 2024

In December 2024, EIT Manufacturing was featured prominently in the December edition of WINGbusiness magazine, the flagship publication of the Austrian Association of Industrial Engineers (WING - Österreichischer Verband der WirtschaftsINGenieure). Six insightful articles from our colleagues showcase EIT Manufacturing’s expertise in innovation, education, and supporting startups in manufacturing. Jasmina Popovska, Head of Investments, spoke about investing in Europe’s manufacturing future, prominently mentioning the Women TechEU project and its benefits for women-led startups. The magazine also featured a promotional space for the project as seen below.



Figure 26: WINGbusiness magazine cover and WTEU advertorial, December 2024

Teresa Hernández, WTEU lead, participated in the Show Me Your Actions podcast, where she shared her insights on innovation, entrepreneurship, and the role of women in the deep tech sector. In addition to this interview, Teresa has taken part in other podcasts that have yet to be released, further demonstrating her commitment to promoting initiatives that drive impact in the tech and entrepreneurial ecosystem.

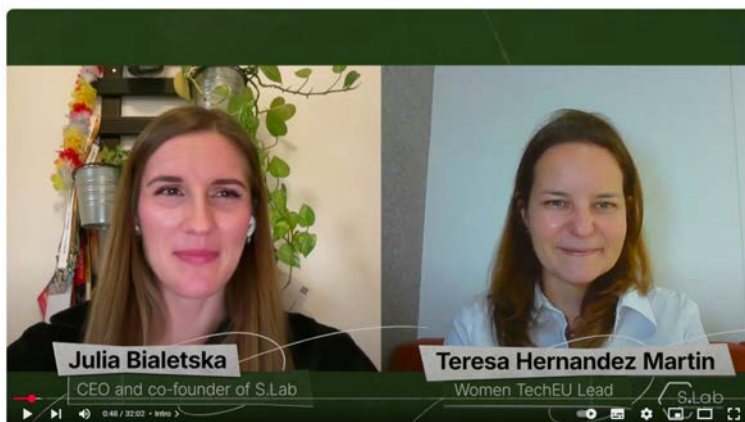


Figure 27: Show me your actions, Teresa Hernandez, Make the impossible possible. January 2025

Teresa Hernandez Martin: Make the impossible possible | Show Me Your Actions #5

4.1.3. Physical events

EIT Manufacturing has played a key role in promoting diversity, inclusion, and innovation across Europe. Throughout the year, we have actively participated in a wide range of international events, both in-person and virtual, covering multiple countries, including **widening countries** and **outermost regions**.

Our commitment is reflected in our engagement in **high-level roundtables, strategic communication, and dissemination efforts** that support women entrepreneurs in the deep tech sector. Through keynote speeches, workshops, and networking sessions, we have strengthened the visibility of our programme, amplified the voices of women founders, and highlighted the barriers they face in accessing funding and scaling their businesses.

A **key pillar** in this effort has been **Teresa Hernández**, who has represented the programme at numerous events, ensuring that women entrepreneurs and their challenges are heard at both European and international levels. Her presence has been instrumental in building strategic partnerships, generating impact, and reinforcing support for women-led startups in deep tech and manufacturing.

- On 26 February 2024, EIT Manufacturing West participated in the Mobile World Congress (MWC) & 4YFN, one of the world's largest technology and innovation events. MWC brings together industry leaders, startups, and investors to showcase cutting-edge advancements in mobile, digital transformation, and deep tech.
- On 9 May 2024, Women TechEU was presented at the EIC Accelerator Day hosted by Agencia Vasca de la Innovación | Innobasque. There is a strong connection between Women TechEU and the EIC Accelerator, as both initiatives aim to support deep tech startups and drive innovation in Europe.
- On 13 May 2024, Women TechEU was presented at PODIM Slovenia, one of the leading startup and tech conferences in Central and Eastern Europe. This event provided a great platform to connect with startups, investors, and key

ecosystem players, reinforcing our commitment to supporting women-led deep tech startups and fostering innovation across Europe.

- On 20 May 2024, Women TechEU was represented at the EBAN Annual Congress in Tallinn, Estonia, where we had the honor of participating as a jury member for the UN Women EXPO Global Capital Quest. Alongside distinguished panelists, we evaluated 11 remarkable women-led startups, each delivering a 3-minute pitch followed by a 2-minute Q&A. The event showcased innovative solutions across diverse sectors, from supply chain and augmented reality to online tutoring, reinforcing the importance of supporting women entrepreneurs in deep tech.
- On 23 May 2024, Women TechEU joined the 360 Tech Industry panel in Porto on "Breaking Barriers: Women Driving Innovation and Competitiveness." We discussed challenges for women in tech and manufacturing, the role of diversity in innovation, and shared key insights from Women TechEU's first call on supporting women-led deep tech startups.
- On 28 May 2024, EITM South participated with a booth and a presentation in a panel discussion to SPS Fair, one of Italy's leading trade fairs dedicated to smart manufacturing and industrial automation, this event serves as a key reference point for Industry 4.0, and advanced technological solutions such as automation, robotics, Internet of Things (IoT), artificial intelligence, and other emerging technologies applied to industrial production. The event attracted over 40.000 participants , details can be found [here](#).



Figure 28: Francesca Gentile (EITM South) representing WTEU at SPS Fair in Parma, May 2024

- On 3 June 2024 EITM West participated in a roundtable at the Spanish Parliament, bringing together investors and entrepreneurs to discuss strategies for empowering women entrepreneurs.
- On 5 June 2024, EIT Manufacturing West attended the South Summit, diving into the future of technology, business, and innovation from a human-centered perspective. Ensuring that innovation and advancements remain focused on improving lives and driving progress for humanity is at the core of our mission.
- On 6 June 2024, EITM East organised **Manufacturing Day** as part of ViennaUP 2024, the largest decentralised startup festival in Europe. A dedicated booth for the WTEU project was available during the event, which attracted over 400 participants. This booth provided a platform to showcase the Women TechEU initiative and engage with industry and business partners. Details can be found [here](#).



Figure 29: Francesca Gentile (EITM South) and Simona Todorova (EITM East) representing WTEU at Manufacturing Day in Vienna, June 2024

- On 11 June 2024, EIT Manufacturing West participated in the Third Session on Internationalization of R&D&I, presenting Women TechEU and highlighting opportunities for women-led deep tech startups. Organised by Spri-Emprendimiento, Innobasque, and BEAZ, the event provided key insights

into European funding opportunities for SMEs and startups looking to scale internationally.

- On 17 June 2024, EIT Manufacturing West participated in the I International Congress “Women, Technology & Power”, joining the panel on Data Literacy. The discussion addressed the gender gap in data and digital literacy, highlighting unconscious bias, the underrepresentation of women in tech, and the impact on access to high-value jobs. The panel emphasised the need for role models and strong communities to empower women in data and technology.
- On 11 September 2024, EIT Manufacturing West attended TechBBQ, one of the leading startup and innovation summits in the Nordics. This event provided a great opportunity to connect with key players in the ecosystem, fostering new collaborations and insights. Additionally, we hosted the first Women TechEU informal gathering, bringing together Women TechEU winners to strengthen our community.
- On 13 September 2024, Women TechEU participated in the panel discussion “Creating Impact: Investor Insights on Bridging Gender Disparities in Funding” at the *Unlocking the Entrepreneurship Spirit* event. Alongside Taryn Andersen (Impulse4Women), Igor Strečko (Strecko Investments), and Michael J. Wiatr (Antler), and moderated by Monika Stanisheva, the discussion focused on the urgent need to close the gender gap in investment. Key takeaways included.
- On 19 September 2024, EITM East participated in the “**global leaders summit**” event organised by the female factor in cooperation with the City of Vienna. The event gathered over 600 women leaders and startup founders where a representative of EITM East was present to disseminate print materials and information about the 2nd open call of WTEU. Details can be found [here](#).



Figure 30: Simona Todorova (EITM East) representing WTEU at the global leaders summit in Vienna, September 2024

- On 24 September 2024, EITM West participated in the European Manufacturing Conference: Empowering the Change, addressing the gender gap in manufacturing.
- On 24 September 2024, EIT Manufacturing West participated in the discussion about Gender Gap in Investments, highlighting the importance of supporting women-led startups and increasing female representation in investment decisions. While women make up a significant portion of the talent pipeline, they remain underfunded and underrepresented in the investment ecosystem.
- On 24 & 25 September 2024, information about Women TechEU was displayed as part of a virtual expo at the **European Manufacturing Conference**, organised by EIT Manufacturing, EFFRA, and Manufuture.
- On 1 October 2024, Investors day Ventures camp. EIT Manufacturing West participated in the event. During the event, discussions focused on bridging the funding gap for women-led startups and the importance of gender-diverse investments in driving economic growth and technological advancement.

- On 20 October 2024, EIT Manufacturing West took part in the World Economic Forum, engaging in high-level discussions on the future of technology, innovation, and gender diversity in entrepreneurship
- On 6 and 7 November 2024, EITM East represented Women TechEU at the **Wolves Summit** event in Vienna, Austria, distributing printed materials and promoting the project. Details can be found [here](#). EITM South liaised with the event organiser, conveyed the key message, and coordinated participation at the event.



Figures 31: EITM East representing WTEU at the Wolves Summit in Vienna, November 2024

- On 11 November 2024, EIT Manufacturing West participated in Web Summit 2024, one of the world's leading tech conferences, bringing together entrepreneurs, investors, and industry leaders. Teresa Hernández facilitated a workshop on women entrepreneurship, addressing the barriers women founders face in accessing funding, scaling businesses, and breaking into deep tech sectors. The session fostered a dynamic discussion on solutions to bridge the gender gap in innovation and investment. Additionally, an informal gathering was organized, providing a valuable opportunity for women entrepreneurs and stakeholders to connect, exchange insights, and strengthen networks within the tech ecosystem.
- On 12 November 2024, EITM South represented WTEU at the inaugural **EIT Deep Tech Talent Initiative** event in **Warsaw**. Focused on fostering talent and

advancing deep tech education, this event is part of a mission to **skill, reskill,** and **upskill** one million people by 2025, driving innovation and creating lasting impacts across Europe. On the second day, we took part in the panel discussion on 'Funding and Collaboration Possibilities for Deep Tech Skills Development.' Details can be found [here](#)



Figure 32: Francesca Gentile giving a keynote about WTEU in EIT Deep Tech Talent Initiative - November 2024, Warsaw

- On 13 November 2024, EITM East co-organised the **Innovation Day Ljubljana** event where over 100 participants gathered for a day of panel discussions and networking. Women TechEU promotional materials were distributed on site and participants were able to speak to EITM East representatives regarding the project.



Figure 33: EITM East representing WTEU at the Innovation Day Ljubljana, November 2024

- On 19 November 2024, EITM East employees Theresa Neuhauser and Simona Todorova were invited to speak and participate in the **Women in Green Tech** event in Bucharest, Romania organised by Innovation Norway. Theresa Neuhauser gave a keynote presentation on the State of Play in Europe and the Upcoming Call for Women in Deep Tech in front of over 100 participants from the Balkan and Scandinavian innovation ecosystems. Later in the day, she participated in a panel discussion alongside female investors and political figures. During the networking, Theresa and Simona met some of the first call winners from Norway as well as current applicants from Romania. Details can be found [here](#). EITM South coordinated the participation in the event, which was strategic for collaboration with widening countries, assisted in organising the thematic agenda and facilitating the contact with the representatives of WTEU at the event.



Figures 34: Theresa Neuhauser giving a keynote about WTEU in Bucharest, November 2024

- On 19 November 2024, EIT Manufacturing West participated in INNOVEIT 2024, the flagship event of the European Institute of Innovation & Technology (EIT), bringing together key stakeholders from the innovation ecosystem.
- On 20 November 2024 EITMW participated in Slush 2024, one of the world's leading startup and tech events, bringing together entrepreneurs, investors, and industry leaders.

4.1.4. Virtual events

EIT Manufacturing has leveraged **online events as a cost-effective yet impactful way** to expand its reach and engage with diverse ecosystems across Europe and beyond. By participating in **10 key virtual events**, we have maximized the communication and dissemination of Women TechEU to a broader audience.

These events have provided a platform to **connect with startups, investors, and key stakeholders** without geographical limitations, ensuring that valuable insights and funding opportunities reach communities in widening countries and outermost regions. Thanks to the **strong leadership of EITM South**, we have successfully brought many of these opportunities to the wider team, reinforcing our collective efforts to support women-led deep tech startups and drive innovation.

- On 10 May 2024, EITM West participated in the Investment Readiness Programme, a virtual event focused on supporting early-stage startups. EITMW led the session "Empowering Women Founders: Unlocking Opportunities with Women TechEU," highlighting funding and growth opportunities for women-led tech startups. The discussion aimed to inspire founders, co-founders, and startup teams, emphasising diversity, inclusion, and access to resources in the pre-seed and seed stages.
- On 7 June 2024, EITMW participated in the RIS Call Leaders – Women Innovators in Manufacturing online event. The session focused on empowering women leaders in the manufacturing sector, highlighting funding opportunities, innovation strategies, and success stories. EITM West contributed to discussions on fostering gender diversity and supporting women-led initiatives in industrial innovation.
- On 28 August 2024, Lunch Break Stories podcast episode with Megi Mejdrechov

- On 24 September 2024, EITM South participated as a speaker in the **Republic of Work: Masterclass | DeepTech Commercialisation** (Ireland), with reference to the session dedicated to "From Lab to Launch: Commercialising DeepTech Innovations". During the session, EITM South presented the Women TechEU project, highlighting initiatives to support women-led deep tech startups, sharing insights on bridging the gap between research and market implementation, leveraging innovation ecosystems, and accessing funding opportunities to drive sustainable growth and technological advancement.

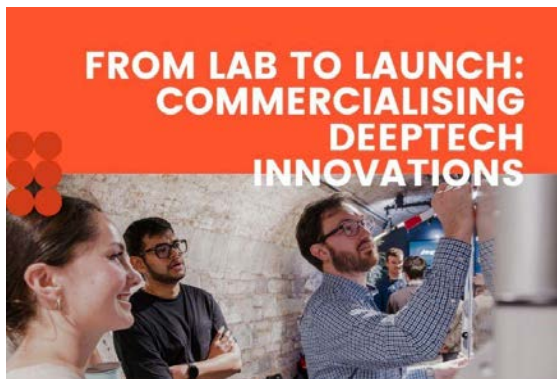


Figure 35: Francesca Gentile, (EITM South) representing with a keynote speech to Republic of Work: Masterclass DeepTech Commercialisation (Ireland) - Online event

- On 26 September 2024, EITM West participated in the Women TechEU session in Martinique, engaging with women entrepreneurs to expand opportunities in widening countries. The session focused on increasing participation in the Women TechEU program, providing insights on funding, networking, and scaling strategies to support women-led startups in the region.
- On 29 November 2024, EITM South participated as speakers in the online session of the **SHELEADS+ Global Community Annual Event 2024**. The event brought together inspiring panellists to discuss key challenges and opportunities in today's entrepreneurial landscape. During the session, WTEU was highlighted as a valuable opportunity for women in deep tech, emphasising its role in empowering female entrepreneurs, providing funding,

and fostering growth and collaboration within the tech ecosystem. It was presented as a key initiative for supporting the next generation of women leaders in technology.

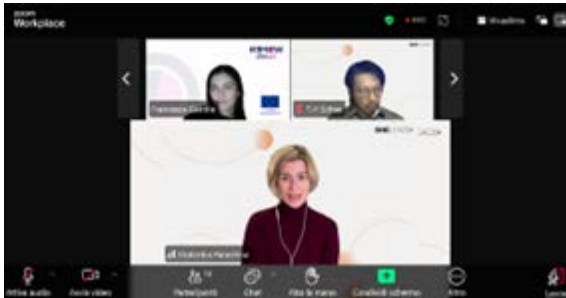


Figure 36: Francesca Gentile, (EITM South) delivering a Keynote speech to SHELEADS+ Global Community! Annual event 2024, November 2024, Online event

- On 3rd December 2024, EITM South delivered a keynote speech in collaboration with the **Seeds of Bravery** project as part of the second edition of the **Proposal Writing Bootcamp**. This online event aimed to strengthen collaboration and foster synergies within the **Ukrainian startup ecosystem**. The WTEC session featured a presentation by **Alona Kharchenko** of **Devanthro GmbH**, a first open call winner, who shared her entrepreneurial journey and insights into the impact of these initiatives on her work. The event highlighted the vital role of **women entrepreneurs** in driving innovation, particularly in Ukraine's tech scene, and the importance of fostering knowledge and participation across countries. This event highlighted the importance of fostering knowledge and participation across a broader range of countries, helping to create a more inclusive and well-connected entrepreneurial community across Europe. Details can be found [here](#).



Figure 37: Angelica Marsico, (EITM South) delivering a Keynote speech to Seeds of Bravery: Proposal Writing Bootcamp

- On 31 January 2025, EITM South participated as a speaker at the **STRADA Women in Manufacturing WB Regional Event**, organised by FabLab Bosnia & Herzegovina at Europe House Sarajevo. The hybrid event brought together industry leaders, entrepreneurs, and professionals to share knowledge and promote innovation. The presence of Women TechEU highlighted its commitment to empowering women in the industry, supporting projects that foster leadership and innovation, and strengthening collaboration across the Balkan region in key sectors such as deep tech. Details can be found [here](#).



Figure 38: Angelica Marsico, (EITM South) giving a Keynote speech STRADA Women in Manufacturing WB Regional Event, January 2025 - Online

4.2. Splorotech SL

4.2.1. Digital media engagement

Sploro has actively contributed to the digital media engagement and dissemination of Women TechEU through its various communication channels. Below, we outline our efforts to inform and engage our followers, subscribers, community, and networks.

Blogs and Online Platforms

Sploro manages two dedicated blogs that serve as key dissemination channels for European projects:

- Sploro (sploro.eu):** This corporate blog, where we highlight achievements, milestones, and updates on EU projects we participate in. Since the start of Women TechEU, we have published 13 articles, covering key moments such as the launch of open calls, major events where we promoted the initiative, and consortium meetings. These articles have allowed us to engage our audience by providing insights into our efforts to support women entrepreneurs in deep tech and encourage them to apply.

What is Women TechEU, Who Can Apply, and Why This Initiative Matters for Europe's Innovation Future. Apply by March 17, 2025!

The Women TechEU project, an initiative designed to support women-led early-stage start-ups in deep tech, has launched its **third open call**. This ambitious project, spanning two years, will distribute a total of **€12 million in equity free funding** through four competitive calls. The current call marks the midpoint of this groundbreaking initiative, offering a unique opportunity for women entrepreneurs across the European Union and Horizon Europe-associated countries.

The project aims to provide direct support to 160 talented women entrepreneurs, offering each successful applicant a **€75,000 grant** and access to a personalised business development programme. This comprehensive support package is designed to pave the way for these innovators to emerge as leaders in deep tech innovation across Europe.



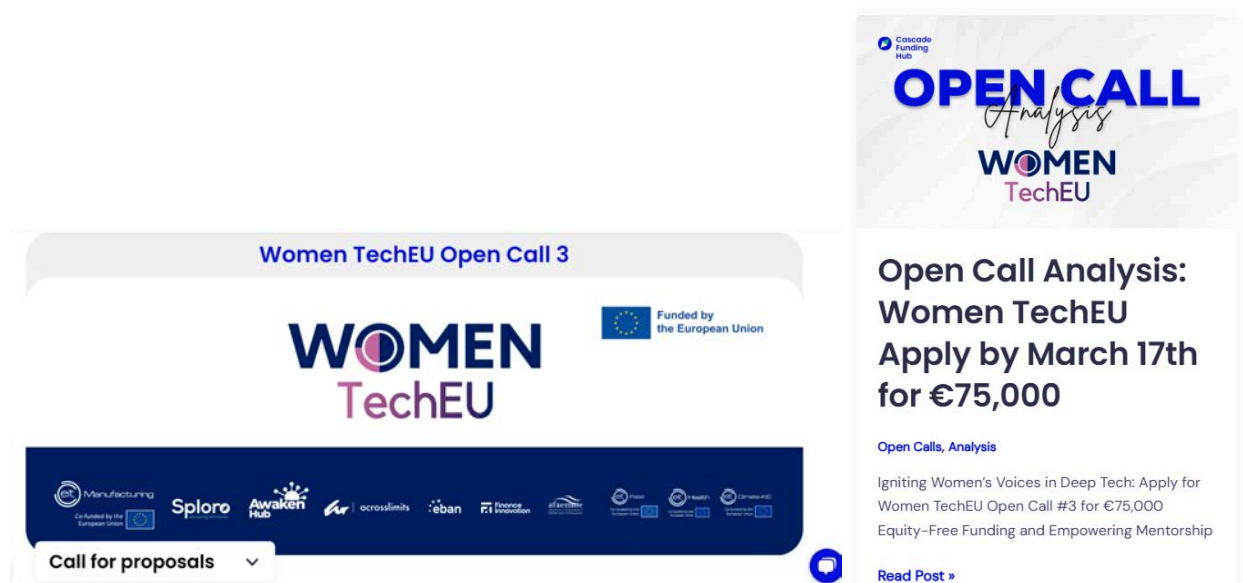
Women Tech EU: Celebrating 40 Female Founders in San Sebastián 29 September 2024

Women TechEU: Celebrating 40 Female Founders in San Sebastián First cohort winners We are thrilled to announce the launch of the Women TechEU programme, kicking

Figures 39: Screenshots from corporate blogs

- **Cascade Funding Hub (cascadefunding.eu):** This platform aims to help startups, SMEs, and researchers access cascade funding opportunities from European projects. As part of our dissemination efforts for Women TechEU:

The initiative has been prominently featured, with banners prioritizing the open calls and evaluator opportunities when available. We conducted an Open Call Analysis, breaking down key guidelines to help potential applicants navigate the application process. Women TechEU was featured three times in our monthly Cascade Funding Analysis, ensuring visibility at each open call launch. In total, four blog posts have been dedicated to the initiative.

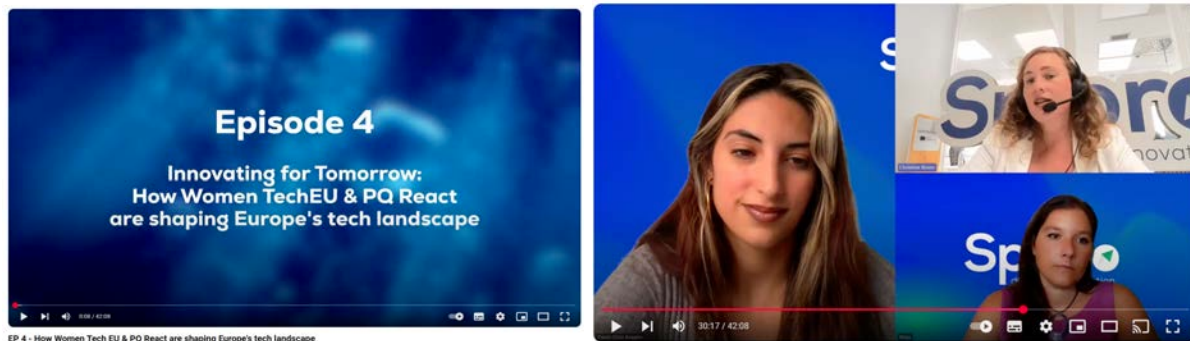


Figures 40: Screenshots from Cascade Funding Hub showing Women TechEU banner and Open Call Analysis

Podcast: "Efecto Cascada"

Sploro also leverages its podcast, Efecto Cascada, to amplify the visibility of key EU-funded initiatives. Last year, we dedicated an episode to Women TechEU, featuring Maja Horvat, Project Manager at Sploro, who shared insights on the impact of the initiative in shaping Europe’s tech landscape and her experience. This episode

was published on YouTube, Spotify for Podcasters, and Amazon Music, further extending the reach of Women TechEU's message.




Figures 41: Screenshots from Efecto Cascada Podcast featuring Women TechEU:
https://www.youtube.com/watch?v=l6aCUS_clv8

Social Media Outreach

To maximise engagement, all articles, blog posts, and podcast episodes were announced across Sporo's social media channels, including:

- LinkedIn (2,554 followers) Posts included direct calls to action (CTAs) encouraging users to read the full articles or listen to the podcast. Additional posts were published whenever we attended events that highlighted Women TechEU and the underrepresentation of women in deep tech.
- X (125 followers) Updates and engagement posts were shared to further spread awareness.

Sploro
2.595 seguidores
1 mes • 

Women TechEU Open Call Analysis

🔑 Deep tech needs more women at the top. But only a fraction of startups in this space are led by women. That's why **Women TechEU** is back with its 3rd Open Call, offering €75,000 in equity-free funding, mentorship, and investor access to help women entrepreneurs scale.


The initiative has funded startups across AI, health, sustainability, robotics, and beyond. Now, they're looking for the next wave of innovators. Why not you?

📌 **Want to know if you qualify?** We've broken down the key details in our latest **Open Call Analysis**.

🔗 **Learn More Here:** <https://lnkd.in/dFsDiF5r>

📅 **Application Deadline:** March 17th, 2025, at 17:00 CET

EIT Manufacturing | Sploro | AwakenHub | AcrossLimits | EBAN - European Business Angel Network | Finance Innovation | AFAEMME | EIT Food | EIT Health | Climate KIC Spain | Maya Horvat | European Innovation Council and SMEs Executive Agency (EISMEA) | #CascadeFundingHub #WomenTechEU #WomenInTech #WomenEntrepreneurs #WomenInBusiness #DeepTech

Sploro
2.595 seguidores
4 meses • 

🌟 **From Applications to Action: Women TechEU Second Call Eligibility Check**

As proud partners of **#WomenTechEU**, we are thrilled to announce that we have completed the **eligibility check** for the **second open call!**

🔑 This important milestone brings women-led startups closer to receiving the essential support they need to advance their deep tech projects. Selected participants will gain access to funding, mentorship, and valuable opportunities to enhance their growth within the European innovation ecosystems


📄 Curious to learn more about this exciting phase? **Visit our blog** for all the details: <https://lnkd.in/epVCK2Uh>

Stay tuned for the third open call, your opportunity might be in the next round!

EIT Manufacturing | AwakenHub | AcrossLimits | EBAN - European Business Angel Network | Finance Innovation | AFAEMME | EIT Food | EIT Health | Climate KIC Spain | #WomenTechEU #WomenInTech #WomenEntrepreneurs #WomenInBusiness #deeptech #CascadeFunding

Mostrar traducción



Sploro
2.595 seguidores
1 mes • Editado • 

🌟 **Are you a woman entrepreneur in the deep tech space?**

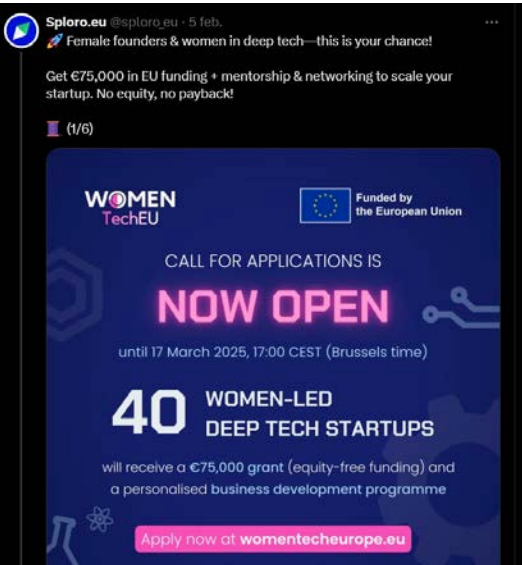
Have you been thinking about scaling your business and need funding to ... más

Mostrar traducción



 Miguel García González y 16 personas más 7 veces compartido

  Recomendar  Comentar  Compartir



Figures 42: Screenshots from LinkedIn and X posts promoting Women TechEU

Newsletter Campaigns

Sploro runs a daily newsletter that shares cascade funding opportunities with its 1,426 subscribers. Each time a Women TechEU open call was launched, we ensured that our subscribers received direct updates, further amplifying the initiative's reach.

Through these targeted communication efforts, Sploro has contributed significantly to the awareness and dissemination of Women TechEU, ensuring that key stakeholders and potential beneficiaries remain informed and motivated to apply.

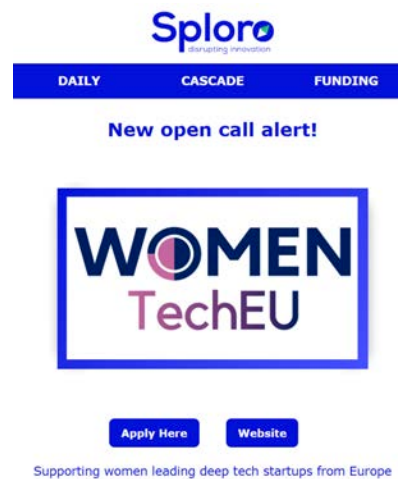


Figure 43: Newsletter Screenshot with Women TechEU Open Call 2 August 5, 2024

4.2.2. Traditional media engagement

Beyond digital channels, Sploro has also raised awareness of Women TechEU through traditional media. The initiative was featured in a radio interview on [Cope Lleida \(08/05/24\)](#), where Sploro's CEO, Miguel García, discussed the importance of supporting women entrepreneurs in deep tech.

Additionally, Women TechEU was highlighted in 2 press releases, including [InfoNegocios Madrid](#) and [InfoNegocios Valencia](#), where its impact and funding opportunities were showcased.

4.2.3. Physical events

Physical events were another key channel for promoting Women TechEU. At these events, Sploro introduced attendees to the initiative, providing insights on its impact and opportunities.

This was complemented by distributing leaflets, which raised strong interest among participants, leading many to search further details afterwards.

Since 2024, Sploro has showcased Women TechEU at the following events:

- MWC24 - 4YFN (26/02/24)
- EIC Summit, Brussels (08/03/24)



Figure 44: Photos from the EIC Summit with Women TechEU consortium members

- CEIN Women (07/03/24)
- 1st Women TechEU Info Day (09/04/24)
- 2nd Women TechEU Info Day (07/05/24)
- PODIM Slovenia (13/05/24)
- 3rd Women TechEU Info Day (20/08/24)
- Explorando Horizontes / Exploring Horizons (13/09/24)

This flagship event, organised by Sploro in Pamplona, was a key gathering for the innovation community in northern Spain. It featured talks on cascade funding, roundtables on digitalization and entrepreneurship, and promotion of European projects, including Women TechEU. The event also included mentoring sessions, and Angele Giuliano was invited to participate in a panel discussion to present the initiative.



Figure 45: Photos from “Exploring Horizons” with Women TechEU consortium members

- II Encuentro Talento y Liderazgo Femenino (26/09/24)
- Valencia Digital Summit (23/10/24)
- 4th Women TechEU Info Day
- CDTI - 12th Horizon Europe Conference, Oviedo (28/11/24)
- EBN Summit (06/12/24)
- WebSummit (11/11/24)
- SLUSH (20/11/24)
- AMIT - Ellas Transfieren, Ellas Impactan (17/01/25)

By attending these events, Sploro has helped raise awareness about Women TechEU, ensuring broad outreach and engagement with key stakeholders within the European innovation ecosystem.

4.2.4. Virtual events

Virtual events have been another significant platform for promoting Women TechEU. Although the InfoDays were organized by AcrossLimits, we consistently participated presenting the platform and contributing to discussions.



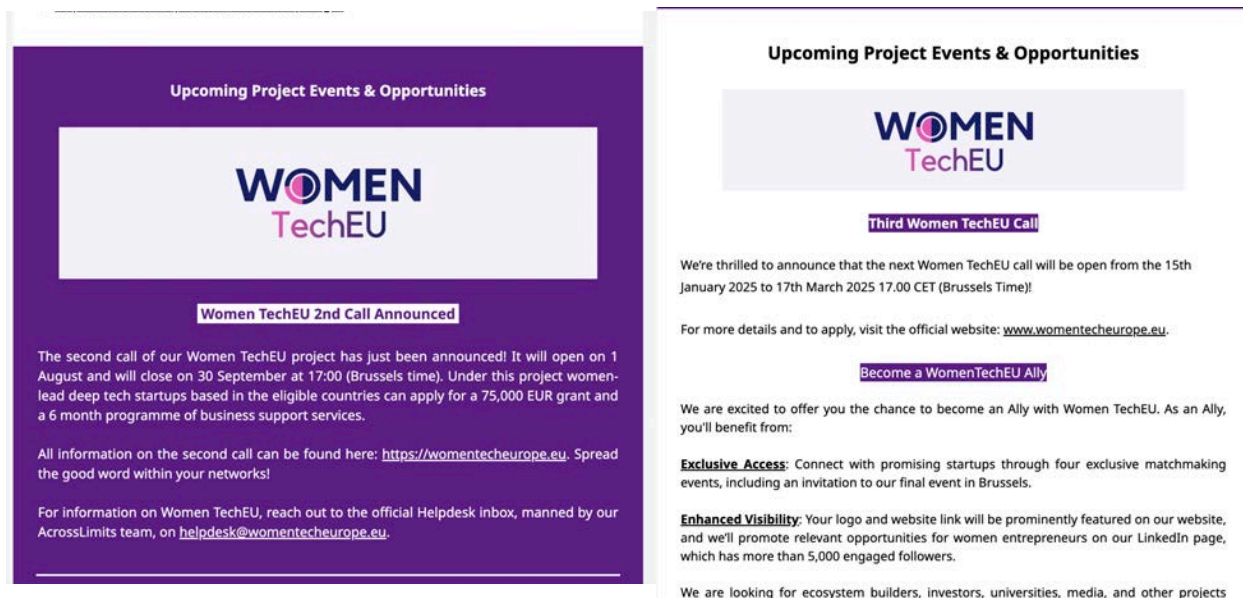
Figure 46: Screenshot from Women TechEU Info Day January 29, 2025

4.3. AcrossLimits

Being the WP4 lead, a large part of AcrossLimits’ resources and efforts underneath this Work Package goes into centrally managing the project’s brand and communications, as detailed in Section 3 above. Below are highlighted only those communication and dissemination efforts that were made directly through AcrossLimits.

4.3.1. Digital media engagement

AcrossLimits has disseminated news about Women TechEU through its newsletter, which goes out to 126 of our closest collaborators, all of whom would be categorised as stakeholders of Women TechEU. Women TechEU has been highlighted in 10 of AcrossLimits’ monthly newsletters since February 2024 (select screenshots below):



Figures 47: AcrossLimits newsletters July 2024, January 2025

AcrossLimits holds bimonthly webinars with its external Experts network, who are stakeholders active in business across a wide range of sectors. AcrossLimits have disseminated Women TechEU 6 times during these webinars over the past year (select screenshot below):.

Women TechEU – 2nd Call Open



Upcoming events

The current open call will select and support 40 women-led deep tech early-stage startups that will contribute to the green, digital and social transition in line with the European objectives. The call is open to women entrepreneurs from the European Union and Horizon Europe associated countries who meet the eligibility criteria specified in the call documents. This initiative aims to support and elevate these innovators as leading figures in deep tech innovation across Europe.

Update to guidelines: Some small changes have been made from the first call, based on the lessons learned. The eligibility criteria has been clarified and further defined, so those who have applied already make sure to re-read the Guidelines.

Maximum funding per project: €75,000 (non-dilutive)

Deadline: 30 September 2024

Apply here: www.womentecheuropa.eu

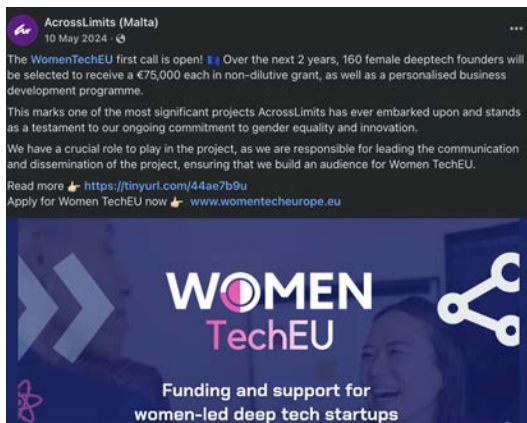


Women TechEU Matchmaking
19 February 2025
Online
More information available [here](#)

Figures 48: Screenshot from presentation shown during Experts Webinar September 24, January 25

AcrossLimits have written 2 articles about Women TechEU in our blog series which is uploaded on our website, "[Women TechEU funding for women-led deep tech startups](#)" and "[Funding Opportunity for Women In Deep Tech](#)"

AcrossLimits continuously communicates about Women TechEU on the company social media, examples below.



**Figures 49:
Screenshot from
AcrossLimits social
media channels**

4.3.2. Traditional media engagement

AcrossLimits contributed to 2 of the traditional media KPI, by appearing on a national radio programme to disseminate the project, and on an EIC Podcast along with AwakenHub.

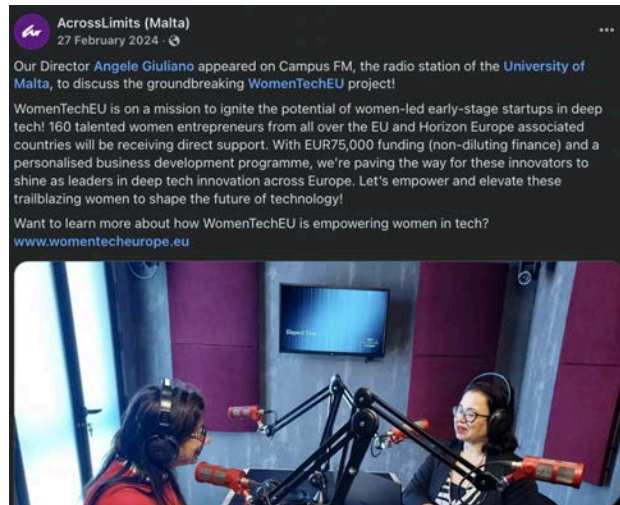


Figure 50: Screenshot from AcrossLimits’ radio spot in February 2024



AcrossLimits Managing Director Angele Giuliano has moreover participated in an EIC podcast together with partner Mary McKenna of Awakenhub. The podcast “Empowering Women in Deep Tech” has garnered almost 80,000 views at the time of writing of this deliverable on the EISMEA Youtube Channel <https://www.youtube.com/watch?v=x013lvNs1TY>

Figure 51: Promotion on the official EISMEA LinkedIn page of the podcast

4.3.3. Physical events

The AcrossLimits team took an active role at the 2024 EIC Summit by coordinating and managing the Women TechEU stand. Coinciding with the opening of Women TechEU OCI on the first day of the summit, our team was fully engaged in disseminating information to attendees. The team showcased a specially created video about the programme.

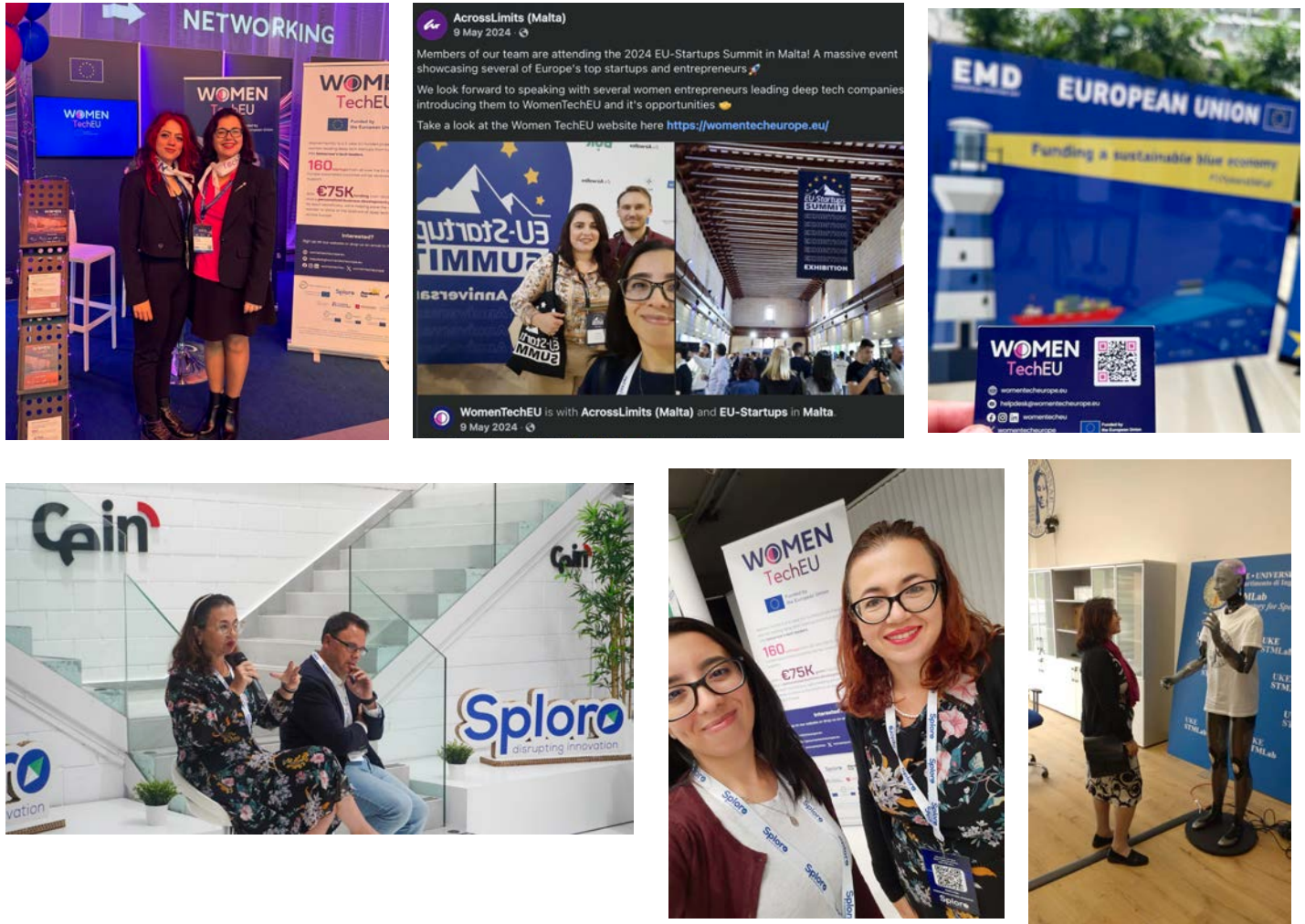


AcrossLimits also attended the following events in person in 2024, where the project was communicated with people that were met on the day:

- 2024 EU-Startups Summit in Malta (May 2024), an event renowned for showcasing innovative startups from across Europe. Our team Elizabeth Camilleri, Maria Elena Muscat, and Arnas Lasys attended for this opportunity to actively engage with the startup community. We focused on disseminating

information about the Women TechEU programme by speaking to the various individuals and stands present and giving them information on WTEU.

- 2024 Explorando Horizontes in Spain (September 2024), Angele Giuliano represented AcrossLimits at Explorando Horizontes. As a speaker, she discussed cascade funding and the impact of the Women TechEU programme, highlighting how it supports women-led deep tech startups and fosters growth within the European innovation ecosystem.
- 2024 European Maritime Day in Denmark (June 2024): Rebecca Zammit attended the EMD, where she took the opportunity to promote Women TechEU with the various multiplier groups (such as national/regional R&I contact points), EU projects, and businesses who had stands at the event, as well as while networking with participants..
- 2024 How2Web Tech Conference in Romania (October 2024): Angele Giuliano attended the event where she met with several deep tech companies including female led ones and promoted the project directly with them. She was moreover one of the jury members of a startup competition
- Guest Lecture “From Bench to Business” at Enna Kore University in Sicily (March 2024): Angele Giuliano was invited as a guest lecturer to describe different opportunities to graduates and students of the University in Sicily, where she also promoted Women TechEU as an example of an opportunity and cascade fund that is open for science based startups



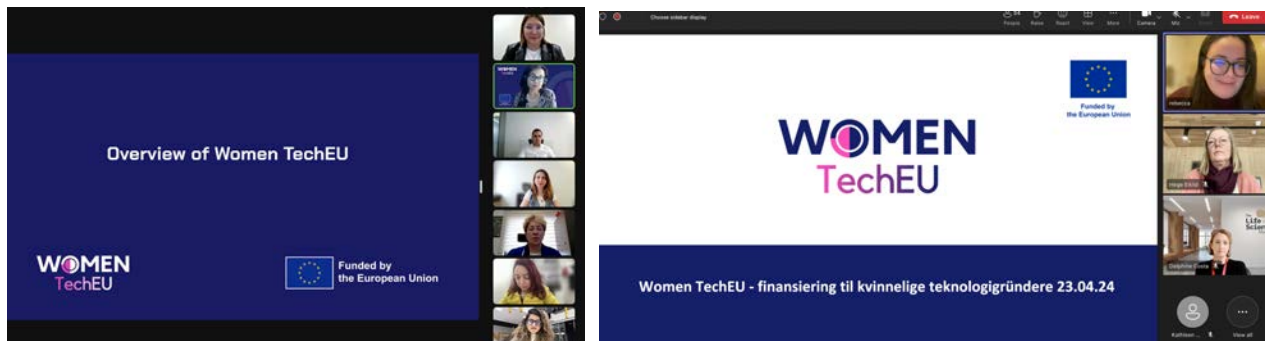
Figures 52: AcrossLimits attending events to represent WTEU in 2024

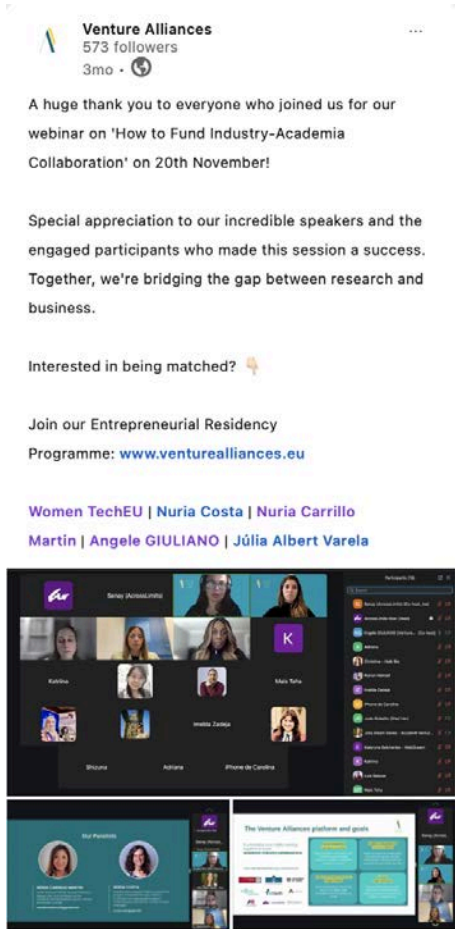
4.3.4. Virtual events

The AcrossLimits team has participated in a substantial number of webinars aimed at promoting the Women TechEU initiative. They presented at the Sabanci University Women TechEU Webinar in April 2024, which focused on enhancing the visibility and resources available to women-led deep tech startups within academic institutions. Additionally, the Norwegian innovation community was engaged during the Innovation Norway Women TechEU Webinar in April 2024, exploring growth

opportunities and support mechanisms available to emerging tech companies in Europe. In April 2024, at the NCBR Webinar, Polish tech communities were introduced to the benefits of the Women TechEU scheme. Venture Alliances, a project that AcrossLimits is the dissemination lead in, organised a webinar with the WTEU allies on the 20th of November 2024. The webinar was named "How to Fund Industry-Academia Collaboration" and focused on fostering collaborative ventures between industry and academic institutions.

In efforts to continue to promote the project AcrossLimits also participated in Womenture Inspirational Get Together on the 30th October 2024





2nd Womenture Inspirational Get Together

FUNDS 101: NAVIGATING INVESTMENT STAGES AND STRATEGIES

COFFEE MORNING
on 10th October
at Mäealuse 2/4, A 3rd floor
or online



Tim Vaino
Investor at Change Venturesa



Helery Pops
Investor at Practica

3rd Womenture Inspirational Get Together

NAVIGATING EU STARTUP OPPORTUNITIES: FROM FUNDING TO ACCELERATION

on 30th October
Online



Susanne Rost
Grant manager at SpinLab
-The HHL Accelerator



Angele Giuliano
EIC Ambassador, CEO at
AcrossLimits

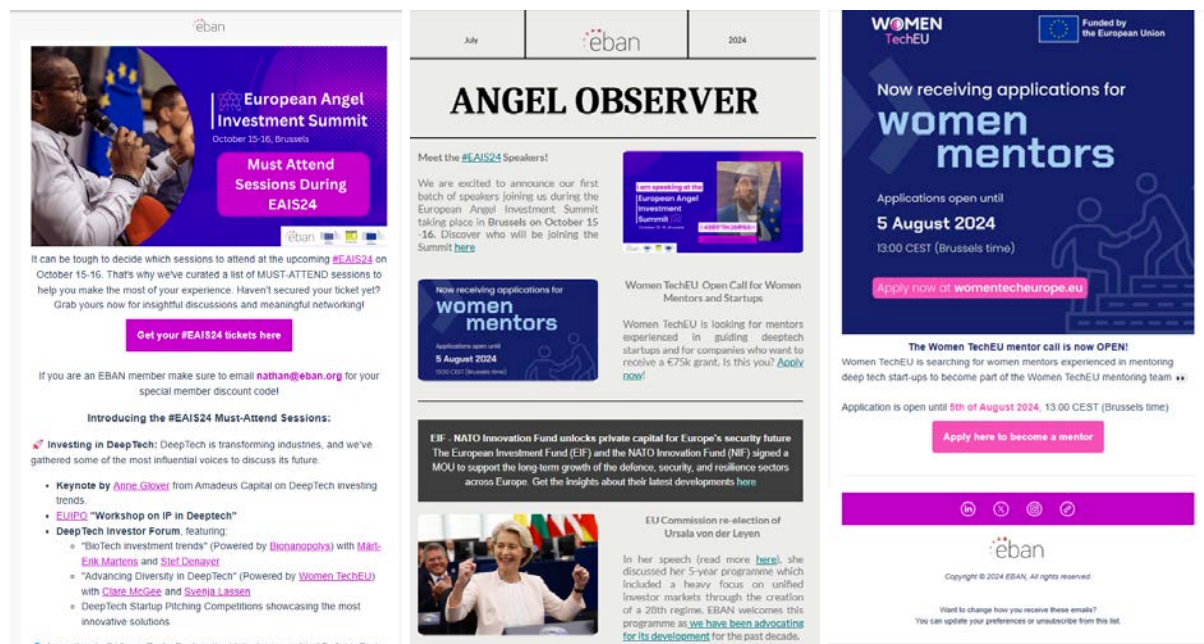


Figures 53: AcrossLimits presenting at webinars to represent WTEU in 2024

4.4. European Business Angels Network

4.4.1. Digital media engagement

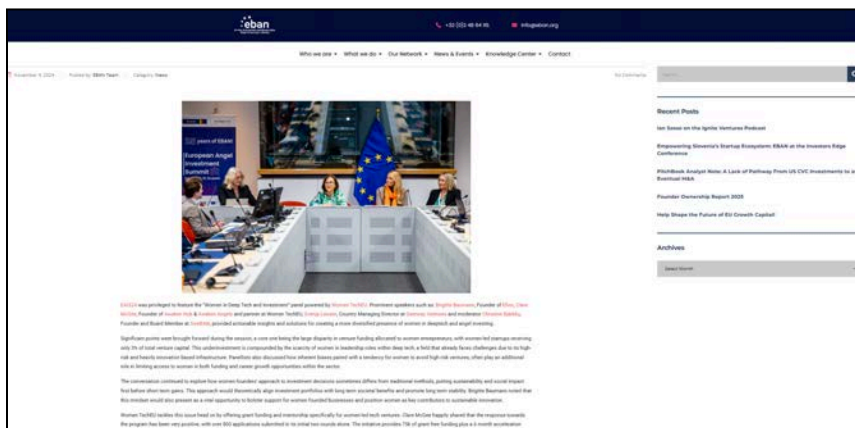
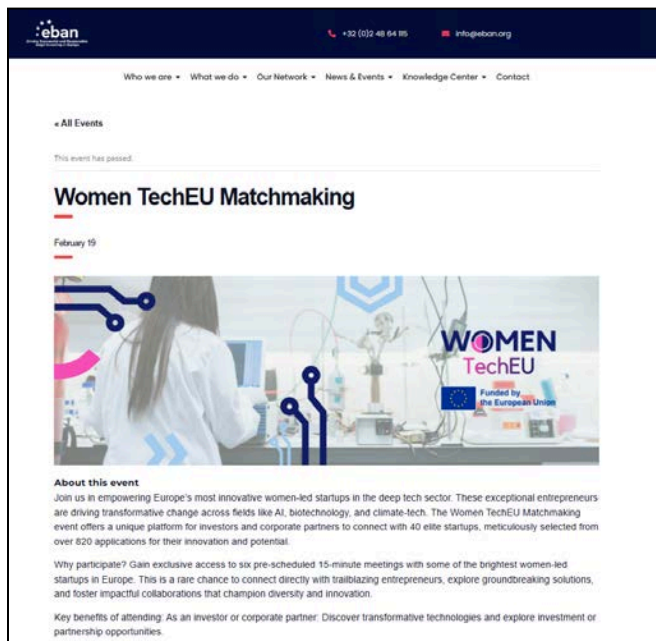
EBAN has contributed to digital media engagement through its various communications channels both internal to its members and external to its network and broader community. It has published 4 articles in its newsletter The Angel Observer, which has an audience of almost 11,000 subscribers from the investment ecosystem. These are key stakeholders and are primarily made up of Angel investors, VCs and business accelerators, though also cover a broad range of other actors in the sector. These articles were used to promote the open calls for startups and mentors, as well as the Women TechEU activities at the European Angel Investment Summit.



Figures 54: EBAN

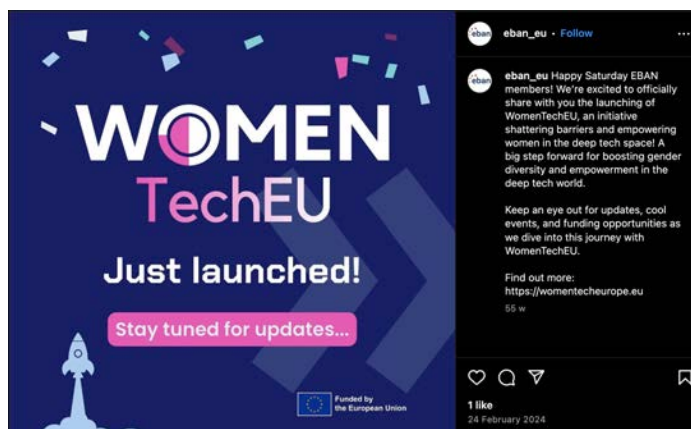
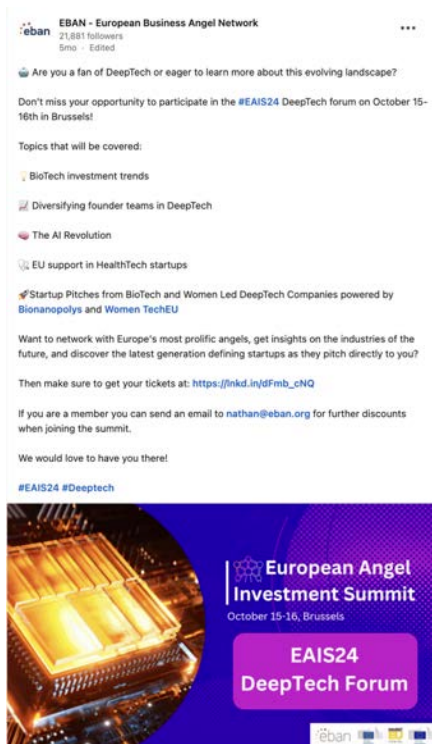
In addition to this, EBAN has posted articles promoting Women TechEU as well as its events and initiatives on both its public website, as well as its internal member platform which provides targeted communication directly to EBAN's network of angel investors, and the sector specific EBAN communities that EBAN supports. Three of the key EBAN communities that were leveraged were EBAN Gender which is made up of a

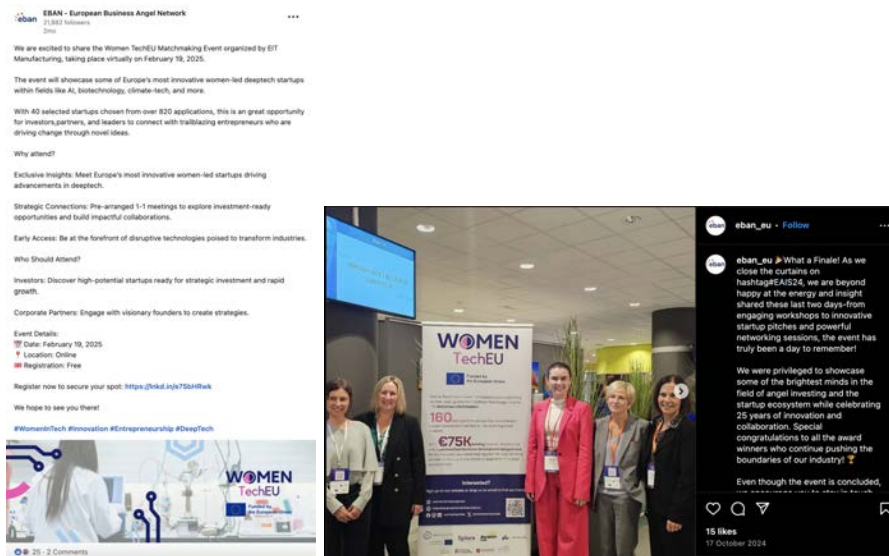
community of investors interested in supporting diversity and inclusivity in the ecosystem; EBAN Health, which focusses on investors in the health and medtech sector; and EBAN Space, which focuses on investors in the data, aerospace and satellite industries. Given their relevance to the deep tech sector this was key to engaging relevant and interested investors for the project initiatives. They were also engaged directly through mailing campaigns, promotion of the project results during weekly meetings and during in-person meetings and events.



Figures 55: EBAN 2024

EBAN has also leveraged its extensive network on LinkedIn which has over 20,000 followers, as well as its other social media channels on Twitter/X, Instagram and Facebook to regularly post about project updates, events, and open calls. These supported the awareness raising of the project amongst investors and startups, and had a significant impact on the applications for the open calls. A full list of EBAN's digital media engagement activities can be found below:





Figures 56: EBAN social media posts 2024

4.4.2. Physical events

EBAN Participated in a number of high impact physical events during the first period of the project to share the project objectives and results with relevant stakeholders and target audiences. These events were all startup / investor events in which key audiences from each group attended en force and EBAN made efforts to identify particularly high impact individuals to approach and discuss the opportunities for them to collaborate with the project. In the case of startups this involved identifying high quality women led deep tech startups attending or pitching at the events and then presenting the project to them and walking them through the application processes for the open calls for startups. In addition to this, investors who were noted as being active or interested in getting more involved in the deep tech sector were approached to engage with the women tech eu activities. In particular the upcoming project events were heavily promoted, as were the applications to become allies and were relevant to become mentors. These investors were also approached to share the open call applications among their portfolio companies with the aim of attracting high quality startups to apply that had already received some funding as

required by the eligibility criteria. The events attended for these promotional activities can be found below.

- [EU Startup Summit 2024](#), Valletta, 9-10.05.2024
- [EBAN Congress 2024](#), Tallinn, 20-22.05.2024
- [We Make Future 2024](#), Bologna, 4-5.06.2024
- [Spinoff Conference](#), Sofia, 19-20.06.2024
- [Deep Tech Summit CEE](#), Warsaw, 28.10.2024
- [European Business Summit](#), Brussels, 21.11.2024

In addition to this, EBAN also organised the Women TechEU participation in one of EBAN's flagship events, the [European Angel Investment Summit 2024](#) (EBAN Summit / EAIS) in Brussels from 14th-15th October 2024. Planning for the EBAN Summit 2024 began in M4 of the project and was a central component of both the programme services in WP3 as well as the communications and dissemination activities of WP4. As the biggest event dedicated to angel investors in Europe, it served to create significant awareness and exposure of the project and the supported startups to this key audience. One of the three key sectors selected for the event was Deep Tech, ensuring that all Women TechEU startups interested in attending could derive significant value. The Deep Tech Forum at the summit featured a dedicated pitching session for five Women TechEU startups, where they could showcase their companies in front of active investors and key contacts for future partnerships.



Figures 57: EBAN physical events

In addition to this, a panel discussion titled "Advancing Diversity in Deeptech (Powered by WomenTechEU)" was organised to promote the project and its core objectives. This panel included prominent speakers such as Brigitte Baumann, EBAN President Emeritus and Founder of Efino, who shared insights on fostering innovation and inclusion in the sector; Clare McGee, a Core Partner at Women TechEU from AwakenHub, who discussed strategies for empowering women in tech and bridging gender gaps; and Svenja Lassen, Country Managing Director for Gateway Europe, who contributed her expertise on building inclusive ecosystems for technological advancement. The session was moderated by Christine Bjarkby, Founder and Board Member of SweBAN, ensuring an engaging and thought-provoking discussion.



Figures 58: EBAN physical events

The Women TechEU founders were also offered free access to a networking drinks and dinner session on 14 October, which provided an informal icebreaker for entrepreneurs and investors to connect in a relaxed setting. Startups were given access to the matchmaking area and online platform to facilitate connections with potential partners and investors. To support this, they were also invited to key sessions tailored to their interests, such as the "DeepTech Sector Investing Trends" keynote by Anne Glover, CEO of Amadeus Capital, and the "Go-To-Market Strategy for Founders" masterclass led by Marcel Dridje, a major investor and EBAN member. Beyond the benefits of the content of these sessions the entrepreneurs also benefitted from access to these high profile investors, which provided icebreakers and facilitated networking opportunities with them. A fact that a number of supported startups took up.



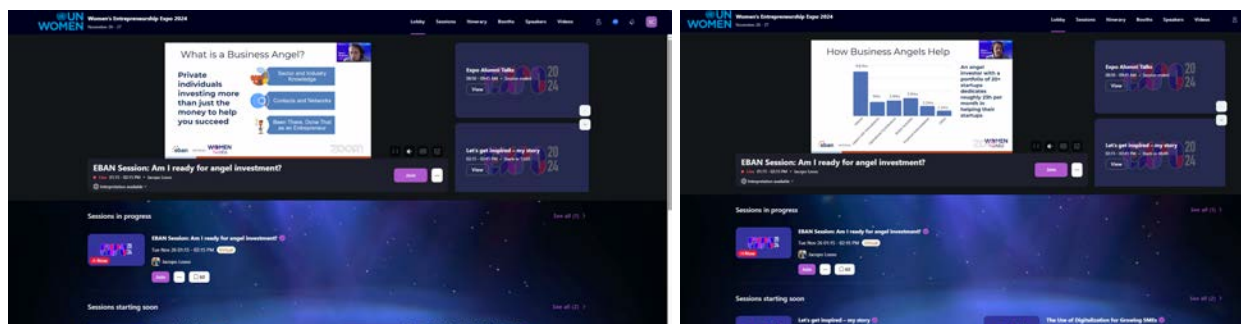
Figures 59: EBAN physical events

The event proved highly successful, with follow-up feedback indicating that attendees were extremely satisfied. All participating startups reported securing multiple meetings with investors during the summit. With over 400 high-level investors from across the EU in attendance, the EBAN Summit 2024 provided unparalleled exposure and networking opportunities for the startups. It also served as a key opportunity to spread awareness of the project within the angel investor community across Europe. In this respect the dedicated session and promotional activities played a major role, however the exposure provided to the supported startup in pitching at the event was also a major factor. Beyond this, the startups that attended without being able to pitch also benefitted extensively from the various

sessions organised, as well as the matchmaking and networking opportunities provided.

4.4.3. Virtual events

EBAN also promoted the project through a webinar hosted by EBAN Director General Jacopo Losso during the [Women Entrepreneurship Expo 2024](#) on the 26th-27th November 2024. This event was organised by UN women and was attended by over 1600 entrepreneurs, making it a significant event for engaging women entrepreneurs. During the online event, EBAN hosted a session on investment readiness which was also used as a platform to promote the project.



Figures 60: EBAN virtual events

4.4.4. Other

Relevant EU funded projects were also approached to establish if there were possible collaborations or synergies that could be exploited to maximise the project results. One example of this would be with the EEN2EIC project which was given time in one of the EBAN workshops to present their project and the opportunities they can provide to startups looking to apply to the EIC programme. Project open calls were regularly shared through EU projects that EBAN is involved in, both to project partners to engage their networks, and supported startups that would be eligible to apply such as those from [Ready2Scale](#), [Connect2Scale](#), [Spread2Inno](#), [BioNanoPolys](#). Similarly, open calls from these projects were also shared with the Women TechEU startups to provide them with additional resources and opportunities to access both funding and further acceleration services.

4.5. AwakenHub

AwakenHub actively contributed to the successful delivery of WP4 including the development of the Communication and Dissemination Plan (CDP) under the leadership of Across Limits. As part of this collaborative effort, AwakenHub provided strategic input into shaping the communication strategy, brand guidelines, and identification of key dissemination channels and tools.

AwakenHub played a role in helping define target audiences and engagement strategies to ensure the plan addressed the needs of women-led deep tech startups, while also leveraging its extensive network to support outreach and engagement with multiplier organisations across the ecosystem. This contribution ensured that the CDP effectively reflected the goals of the Women TechEU programme, maximising the visibility and impact of dissemination activities.

Additionally, AwakenHub supported the identification of synergies with EU projects and initiatives focused on promoting women in tech, reinforcing the consortium's commitment to fostering collaboration and broadening the programme's reach. This input has helped lay the groundwork for ongoing communication activities and future content creation, ensuring alignment with dissemination KPIs and broader project objectives.

4.5.1. Digital media engagement

AwakenHub contributed to the successful execution of this objective by supporting AcrossLimits in the amplification across digital media channels. These efforts were instrumental in ensuring the programme reached its target stakeholders effectively. Activities supported by AwakenHub included crafting engaging content and amplifying outreach across multiple media platforms.

Key Contributions:

Weekly Social Media Roundups: AwakenHub consistently delivered weekly posts across our social media channels Instagram, Facebook, and LinkedIn as part of the Sunday Roundup campaign, achieving a reach of 32,043. These posts were instrumental in keeping the community informed and engaged.

Women TechEU Social Media Posts: AwakenHub created and shared 22 targeted posts across our social media channels Instagram, LinkedIn, Facebook, and X (formerly Twitter), focusing on key project milestones, open calls, call for mentors and evaluators and information session event reminders. In addition, our founding team use their large following on LinkedIn to repost all content created by Women TechEU and key accounts such as the European Innovation Council and SMEs Executive Agency (EISMEA). Our social media posts collectively reached an audience of 50,000 amplifying programme visibility.

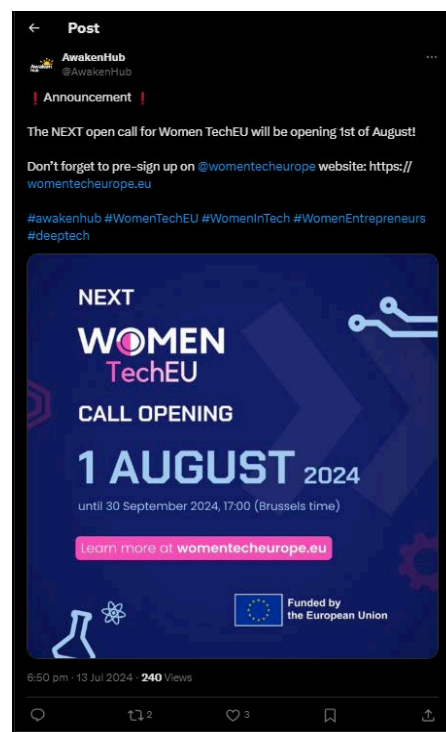


Figure 61: Screenshot from AwakenHub X (formerly Twitter) post 13th July 2024

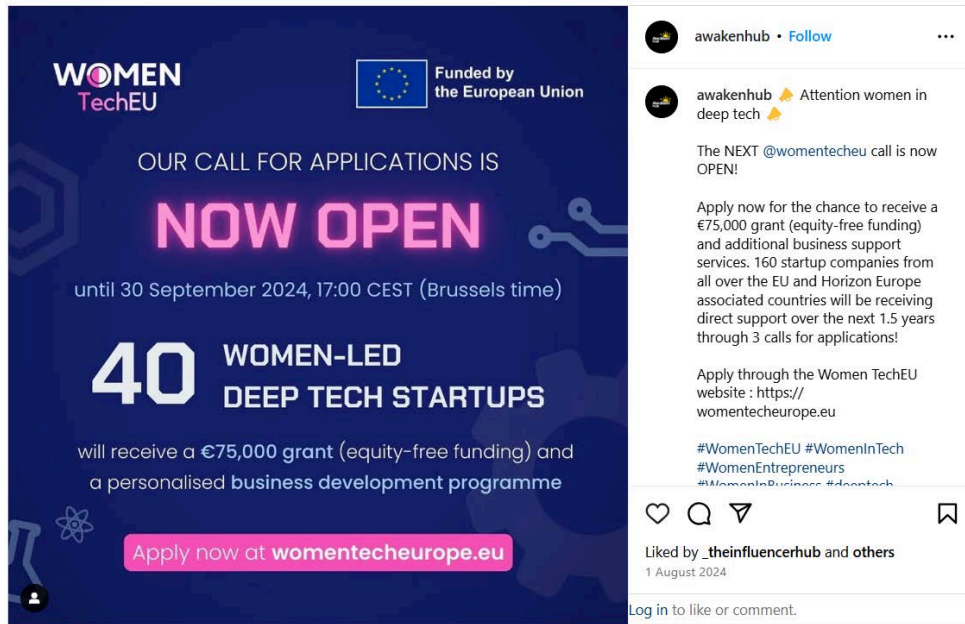
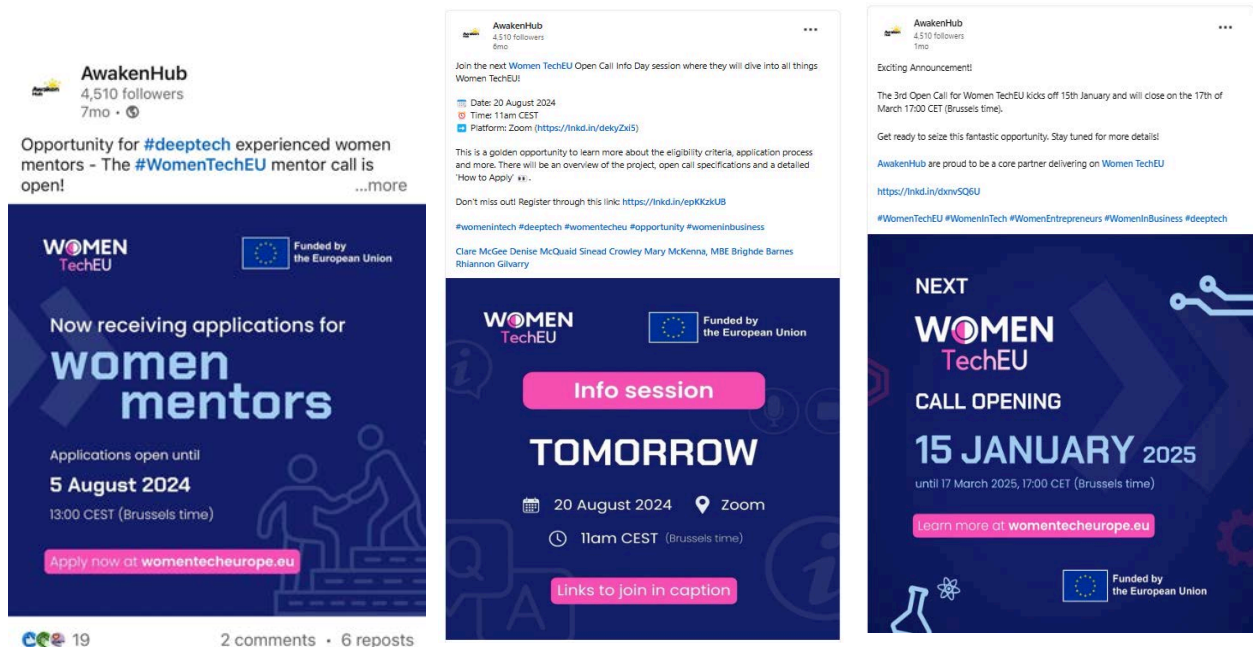


Figure 62: Screenshot from AwakenHub Instagram post 1 August 2024



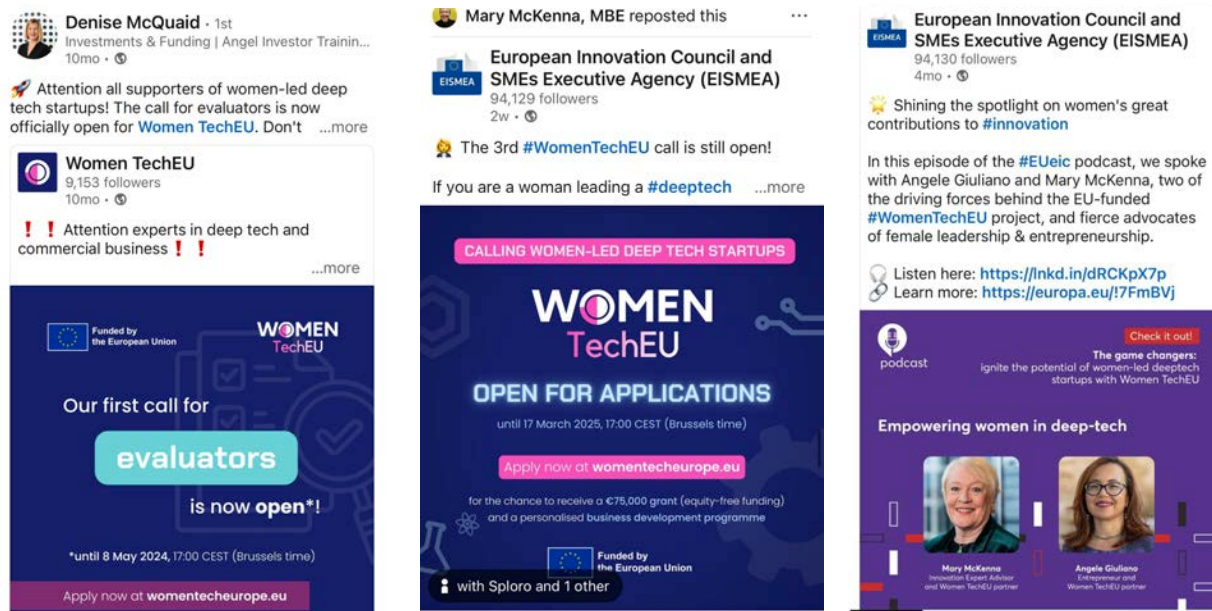


Figure 63: Screenshot from AwakenHub LinkedIn posts May 2024 through January 2025

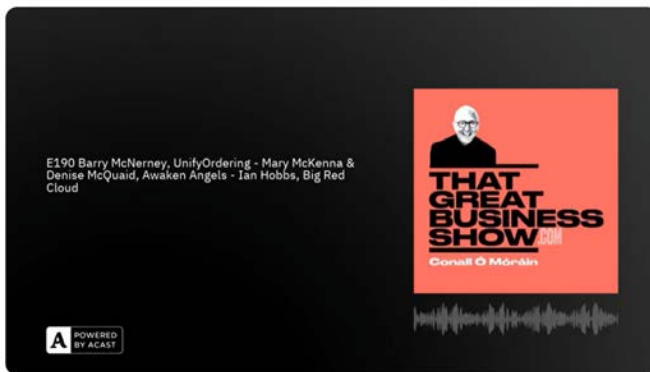
Monthly Newsletters: AwakenHub designed and distributed 9 mailchimp email newsletters between March and November, highlighting programme updates, funding opportunities, and event details. These newsletters achieved a combined reach of 10,767 and served as a critical tool for participant communication and engagement.

These efforts significantly contributed to raising awareness about Women TechEU, fostering community engagement, and supporting participants with relevant information and opportunities.

4.5.2. Traditional media engagement

AwakenHub also engaged traditional media to enhance the programme’s visibility and reach. AwakenHub contributed to 3 of the traditional media KPI, by appearing on a national radio programme to disseminate the project, and on two podcasts, The Great Business SHow, in Ireland, and the EIC Podcast along with AcrossLimits.

Podcast guest speakers: 2nd May 2024, E190 That Great Business Show with Conall O Morain. Mary McKenna, Denise McQuaid are part of the founding team at AwakenHub and AwakenAngels – funding women led businesses and raising awareness and knowledge of investing in businesses.



E190 That Great Business Show - UnifyOrdering - cutting food ordering costs by 85%, AwakenAngels ...

During the guest podcast Mary and Denise discussed Angel Investment and its impact on women founders, and the opportunity to access additional funding and support for deep tech women led businesses through Women TechEU.

Figure 64: Screenshot from That Great Business Show Podcast May 2nd 2024



Figure 65: Screenshot of Mary McKenna from EIC Podcast with 79k views on YouTube [Listen here](#)

Podcast guest speakers: 2nd May 2024, EIC podcast Empowering Women in Deep Tech Mary McKenna, Chair of AwakenHub and AwakenAngels alongside Angele Giuliano founder of AcrossLimits, share their experience as entrepreneurs, business angel investors and deep dive into the support available from Women techEU and the roles the core partner teams plays in delivering the project.

Radio guest speakers: 29th September The Lynette Fay Show, BBC Northern Ireland. Clare McGee, CEO of AwakenHub and AwakenAngels alongside winners of WOMEN

TechEU funding in open call 1 from Northern Ireland, Naomi McGregor and Bridgeen Callan, deep dive into the support available from Women techEU and the roles the core partner teams plays in delivering the project. [Listen here](#)



Figure 66: Screenshots of Clare McGee and Women TechEU winners Naomi McGregor and Bridgeen Callan on The Lynette Fay Show, BBC Radio Ulster, BBC Northern Ireland 29th September 2024

Additionally, AwakenHub played a role in engaging traditional media outlets, including TV and radio channels, to disseminate project events and calls to a broader audience. We secured press coverage on 20th May 2024 with [IrishTechNews.ie](https://www.irishtechnews.ie), reaching a national news audience in Ireland. The article raised the profile of AwakenHub and the Women TechEU programme.

‘As part of a consortium bid secured EU core consortium partner, we launched the Women TechEU Call – a €12m Fund for women-led startups in Deep Tech & a call for deep tech experts as EU evaluators’

4.5.3. Physical events

AwakenHub has actively contributed by supporting the organisation and participation in events aimed at disseminating the Women TechEU Scheme and engaging new applicants, while also fostering two-way communication with target

stakeholders. AwakenHub’s efforts focused on ensuring broad accessibility to these events through the use of online and blended approaches, aligning with the programme’s commitment to inclusivity.

Participation in high-impact events: AwakenHub played a critical role in promoting Women TechEU and engaging stakeholders across the deep tech ecosystem by attending and organising high-impact events.



Figure 67: Photos from the EIC Summit with Women TechEU consortium members

EIC Summit Brussels 2024—AwakenHub cofounders Denise McQuaid and Sinead Crowley joined consortium partners in showcasing the programme .



Figure 68: Photos from the EIC Summit with Angele Giuliano, Denise McQuaide and Sinead Crowley

Global Summit of Women, Madrid, 8 May 2024 – Mary McKenna served as a speaker to engage women-led deep tech startups and amplify the project’s reach.

Innovate UK: Women in Innovation, Online, 14 May 2024 – Clare McGee delivered a presentation on fostering innovation among women-led deep tech startups.

SheVentures, Fermanagh, 20 May 2024 – AwakenHub organised and delivered a large-scale high impact event to engage Bringing together 250+ Irish women leaders, founders, investors and their male allies for two days of inspiration, connection and empowerment, supported by the Irish Government’s Shared Island Initiative. Further info [SheVentures](#)



Figure 69: SheVentures Summit Conference dinner

Dublin Tech Summit, Dublin, 28 May 2024 – AwakenHub represented Women TechEU to engage with women-led startups.

InvestHer Summit, Dublin, 20 June 2024 – Denise McQuaid spoke at the event to connect with women-led deep tech startups.

London Tech Week, London, 10 June 2024 – AwakenHub cofounders attended the London Tech event to promote Women TechEU to a wide deep tech audience, including ecosystem builders and media.

TechStars, Belfast, 28 July 2024 – Clare McGee delivered a regional presentation and spoke on a panel to engage women entrepreneurs in deep tech.

Female Founder Growth Summit, Edinburgh, 5 September 2024 – CLare McGee and Mary attended to network and share programme opportunities with women-led startups.

Start-Up Summit Germany, Berlin, 17 September 2024 – Denise McQuaid Delivered a presentation to raise awareness among women founders in Germany.

Inbound Investors, Belfast, 12 September 2024 – Clare McGee and Mary McKenna spoke on a panel and ran an information session for Women techEU to support women entrepreneurs in deep tech accessing funding.



Connect to Success, Belfast, 2nd October 2024, – Spoke and networked with Northern Ireland stakeholders and women entrepreneurs accessing funding and supports. This event was attended by the First and Deputy First Ministers for Northern Ireland and Joe Kennedy III US Special Envoy to Northern Ireland. In attendance from AwakenHub were Mary McKenna, Clare McGe and Maria McKeever.

Figure 70: *Clare McGee CEO AwakenHub, Maria McKeever COO AwakenHub and Joe Kennedy III US Special Envoy to Northern Ireland*

Shifting the Dial for Irish Women Founders and Investors, London 7th October 2024
AwakenHub organised the event with the Irish Embassy in London to engage women entrepreneurs and startups and angel investors.

We hosted a dynamic panel discussion with our Mary McKenna MC hosting the discussion with a novice angel investor and two women led companies. We also highlighted our role in advancing support for women in deep tech across the UK and Ireland through the Women TechEU programme.



Figure 71: *Mary McKenna Chair and Cofounder AwakenHub with panelists Clare Ryan ITUS Secure technologies, Niamh Dooley BiaSol, and Joann Rhodes CEO, Health Innovation Clusters and Business Angel*

EBAN Conference Brussels, October 14th, 2024– Clare McGee actively participated as a speaker at the event, promoting WomenTechEU to a broad audience, including ecosystem builders and media. As a Core Partner at WomenTechEU from Awaken Hub, she joined the panel discussion titled *"Advancing Diversity in Deeptech – Powered by WomenTechEU."* This session aimed to highlight the project's key objectives and foster greater inclusion in the deeptech sector.

The panel featured distinguished speakers, including Brigitte Baumann, EBAN President Emeritus and Founder of Efino, who shared insights on fostering innovation and inclusion. Clare McGee contributed by discussing strategies to empower women in tech and bridge gender gaps, reinforcing WomenTechEU's mission to drive diversity in deeptech.



Figure 72: Clare McGee CEO AwakenHub attending EBAN conference

Irish National Women’s Enterprise Day Conference, Dublin and Kildare, October 17th, 2024 – Denise McQuaid and Sinead Crowley spoke on two panels about fostering innovation among women-led deep tech startups and the need for investment in women-led businesses

Global Federation of Competitiveness Councils (GFCC) 2024 Belfast, November 14th, 2024 – Clare McGee attended the GFCC Annual Meeting and Global Innovation Summit, at Queens University Belfast. Spoke on a panel “Breaking Barriers: The Impact of Women in Shaping an Innovative Economy”. The panel What happens when diverse perspectives meet intrinsic motivation and bold ideas? Women leaders are at the forefront of this fusion; reshaping industries and pioneering change. With their unique insights and entrepreneurial spirit, they drive profound change by not only breaking barriers but crafting new paths for sustainable growth, collaboration and innovation. about fostering innovation among women-led deep tech startups. [More info](#)

Regional Presentations: AwakenHub contributed to raising awareness of the programme through regional outreach activities:

Digital DNA, Belfast, 26 June 2024 – Delivered a presentation to promote the Women TechEU initiative.

Women in Tech Connect networking event, Derry, November 7th, 2024– Maria McKeever attended the local event to promote Women TechEU to a regional audience.

4.5.4. Virtual events

AwakenHub took a lead role in organising virtual events and community-building activities to foster collaboration and engagement among Women TechEU participants. Highlights include:

SheGenerate Showcase Event, Online, 18 June 2024 – AwakenHub organised to spotlight and support women-led startups.

Global Tech Advocates, Online, 24 June 2024 – AwakenHub delivered a presentation at the virtual breakfast meeting to connect with global stakeholders.

AwakenHub Back to Business, Online, 10 September 2024 – AwakenHub hosted a community event with a focus on supporting women founders across different entrepreneurial stages.

4.5.5. Other

Delivery of Informative Weekly Digests: AwakenHub designed and delivered 19 comprehensive weekly digest emails during Months 8-12, highlighting key programmes of services information alongside external opportunities for funding, conferences, pitching events, and discounted conference seats.

These digests serve as a valuable resource, keeping participants and partners informed and connected to opportunities critical to their growth and success.

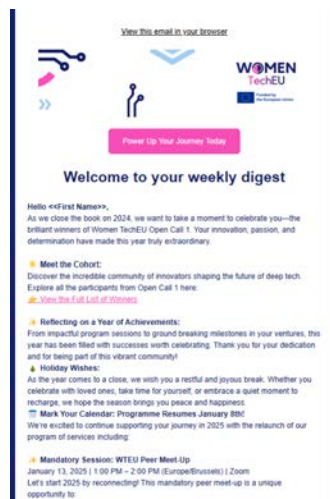


Figure 73: Screenshot from AwakenHub Weekly Digest December 2024

Total email messages sent 1239 Average open rate on email 72% and average Click through rate 34%. AwakenHub Women TechEU Weekly digest campaign archive can be [viewed here](#)

In addition weekly opportunities were collated via Google Forms across consortium members and disseminated using the Weekly Digest and Opportunities Microsite. This site enables easy filtering and selection of relevant high impact opportunities for programme participants including investor pitch opportunities, speaking roles, discounted conference tickets and additional funding opportunities.

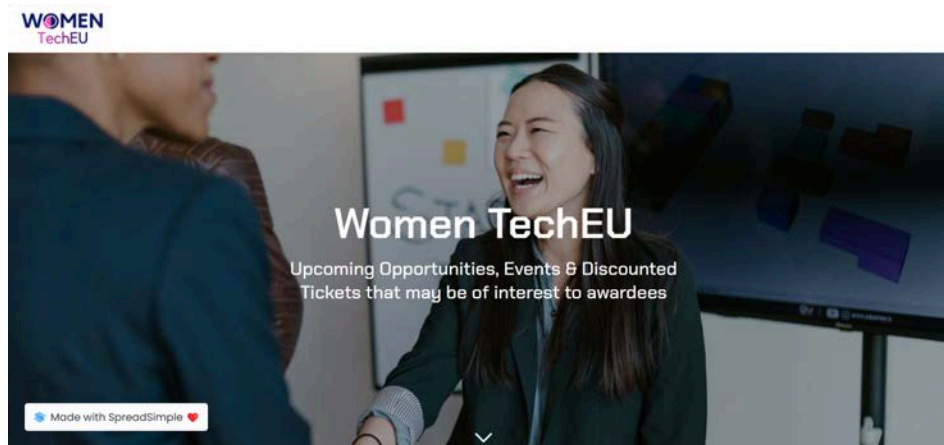


Figure 74: Screenshot from Opportunities Microsite

4.6. Finance Innovation

Finance Innovation has actively worked in the communication and dissemination of the different call for proposal eg. candidates, mentors, etc.

Finance Innovation has engaged multiple one to one meetings with different ecosystem actors that could be beneficial for the project such as : [Willia](#), [Sista](#), [Klein Blue](#), [Leyton](#), [Femmes Business Angels](#), [Besse Conseil & Assurances](#), [Cap Métissage](#), [Impluse4Women](#), [ESSEC](#). Some of them applied to be mentors, or coaches to the project.

FI has engaged in actions in at least three major cities of the country : Paris, Lyon and Marseille to maximize the impact of the project and to give the same opportunity to women for different cities.

France has had 5 winners in OC1 and 7 winners in OC2 making France the first country in numbers of winners so far.

Finance Innovation will continue working and engaging actions to give opportunities to other French startups to know about the project and applying.

4.6.1. Digital media engagement

Finance Innovation has used their communication channels to raise awareness about the different open calls of the project.

Though Finance Innovation's LinkedIn newsletter distributes to more than 23 000 followers and our weekly newsletter (Jeudi l'Actu) distributed to more than 9 000 followers, Finance Innovation has communicated about the project.

The list gathering all the links to the newsletters can be found below. Regarding the target audience, status and other information, this can be found under the corresponding communication activities reporting made available by the WP leader on the SharePoint of the project.

Jeudi l'Actu n°34 :

<https://www.linkedin.com/pulse/jeudi-lactu-n34-pole-finance-innovation-2xi2e/?trackingId=AxfzKu1nwlDI3ZO8as0Wxw%3D%3D>

Jeudi l'Actu n°35

<https://www.linkedin.com/pulse/jeudi-lactu-n35-pole-finance-innovation-rgv7e/?trackingId=cmDTfp%2BKTNgwghxH%2FF4Gtg%3D%3D>

Jeudi l'Actu n°36

<https://www.linkedin.com/pulse/jeudi-lactu-n36-pole-finance-innovation-ycwe/?trackingId=kpk7MvgpT3yI01yJg84s9A%3D%3D>

Jeudi l'Actu n°37

<https://www.linkedin.com/pulse/jeudi-lactu-n37-pole-finance-innovation-kivce/?trackingId=YE4hki4nR8avBR1QvEhwdw%3D%3D>

Jeudi l'Actu n°38

<https://www.linkedin.com/pulse/jeudi-lactu-n38-pole-finance-innovation-v2nme/?trackingId=2NTIF%2FsVSZubwN3Wv0uYJA%3D%3D>

Jeudi l'Actu n°39

<https://www.linkedin.com/pulse/jeudi-lactu-n39-pole-finance-innovation-qzkke/?trackingId=3M2WRd9%2BRASm5yrnKnfxcQ%3D%3D>

Jeudi l'Actu n°40

<https://www.linkedin.com/pulse/jeudi-lactu-n40-pole-finance-innovation-fz0xf/>

Jeudi l'Actu n°41

<https://www.linkedin.com/pulse/jeudi-lactu-n41-pole-finance-innovation-s5d2e/>

Jeudi l'Actu n°43

<https://www.linkedin.com/pulse/jeudi-lactu-n43-pole-finance-innovation-lmxbe/>

Jeudi l'Actu n°44

<https://www.linkedin.com/pulse/jeudi-lactu-n44-pole-finance-innovation-bjxxe/>

Jeudi l'Actu n°46

<https://www.linkedin.com/pulse/jeudi-lactu-n46-pole-finance-innovation-aoime/>

Jeudi l'Actu n°47

<https://www.linkedin.com/pulse/jeudi-lactu-n47-pole-finance-innovation-x01ae/>

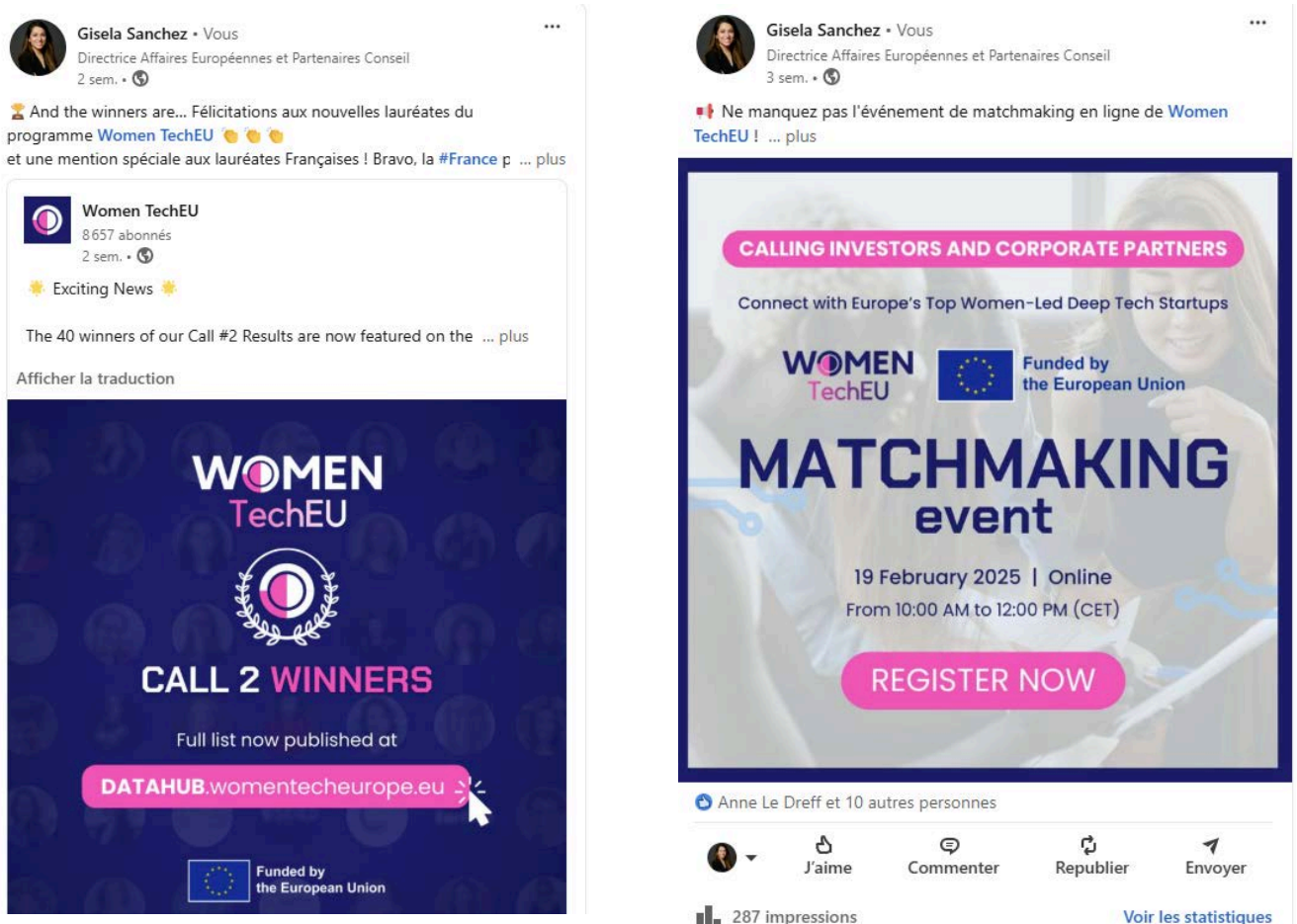
Jeudi l'Actu n°48

<https://www.linkedin.com/pulse/jeudi-lactu-n48-pole-finance-innovation-dnfhe/>

Jeudi l'Actu n°49

<https://www.linkedin.com/pulse/jeudi-lactu-n49-pole-finance-innovation-jn3te/>

Posts were also shared by FI project team



Figures 75: Finance Innovation example of LinkedIn post

FI has also raised awareness about the project through our monthly newsletter via mailing that is shared with more than 14 000 followers. The different links can be found below and further details will be also found under the corresponding reporting on the SharePoint of the project.

Newsletter April 2024

<https://4i1l9.r.sp1-brevo.net/mk/mr/sh/1t6AVsd2XFnIGGnjWr1e7QVN7IVKtu/2Tbb73kSDgbw>

Newsletter May 2024

<https://4i1l9.r.a.d.sendibm1.com/mk/mr/sh/1t6AVsd2XFnIGGnjWr1e7QVN7IVKtu/1YtGmUOo1oLQ>

Newsletter June 2024

<https://4i1I9.r.a.d.sendibm1.com/mk/mr/sh/1t6AVsd2XFniGNRtLvmx7ObnNXYFs2/6Kr5u7LGTGy->

Newsletter July 2024

https://4i1I9.r.bh.d.sendibt3.com/mk/mr/sh/7nVTPdm3ThWmbHRYnuwd7rMzCH4OTK6/_8cE0pfj8IHx

Newsletter September 2024

<https://4i1I9.r.bh.d.sendibt3.com/mk/mr/sh/7nVTPdm3ThWmbHRYnuwd7rMzCH4OTK6/pPBoCFqjBUgo>

Newsletter October 2024

<https://4i1I9.r.bh.d.sendibt3.com/mk/mr/sh/7nVTPdm3ThWmbHRYnuwd7rMzCH4OTK6/vx1EGu10Jear>

Newsletter November 2024

<https://4i1I9.r.bh.d.sendibt3.com/mk/mr/sh/7nVTPdm3ThWmbHRYnuwd7rMzCH4OTK6/PxG4UNA3YtIL>

Newsletter December 2024

<https://4i1I9.r.bh.d.sendibt3.com/mk/mr/sh/7nVTPdm3ThWmbHRYnuwd7rMzCH4OTK6/3VDmlv5Nyr5w>

Newsletter January 2025

<https://4i1I9.r.bh.d.sendibt3.com/mk/mr/sh/7nVTPdm3ThWmbHRYnuwd7rMzCH4OTK6/pEYdmBJL35m4>

L'actualité internationale

Appels à projets



★ Women TechEU

Le projet **Women TechEU** reste ouvert ! Créé par l'Union Européenne, avec 12 millions d'euros de subventions non dilutives, il a pour vocation d'aider les femmes entrepreneures de la deep tech à devenir les leaders technologiques de demain - [En savoir plus](#)

Figure 76: Finance Innovation example of newsletter

In order to maximise the impact to the French community regarding the information about the project, the brochure was made available in our local language, French, so we limited the barriers at the first glance of the project and the French ecosystem.



Qu'est-ce que Women TechEU ?

Women TechEU est un projet de deux ans financé par l'UE qui soutient les femmes à la tête de startups tech Européennes afin qu'elles deviennent les leaders **tech de demain**.

160 startups de toute l'UE et des pays associés à l'Europe recevront un soutien direct


€75K

Avec une **subvention** (financement sans fonds propres) et à un **programme de développement commercial personnalisé** for pour chaque bénéficiaire, nous contribuons à ouvrir la voie à un plus grand nombre de femmes pour qu'elles brillent à l'avant-garde de l'innovation tech dans toute l'Europe.

Intéressé ?

Inscrivez-vous sur notre site ou envoyez-nous un e-mail pour en savoir plus !

 womentechurope.eu

 helpdesk@womentechurope.eu

[womentecheu](#) [womentechurope](#)



Project nombre 101133528 - Women TechEU - HORIZON-EIE-2023-CONNECT-01-01

Clause de non-responsabilité: Financé par l'Union européenne. Les points de vue et les opinions exprimés sont ceux des auteurs et ne reflètent pas nécessairement ceux de l'Union européenne ou du Conseil européen de l'Innovation et des PME (EISMEA). Ni l'Union européenne ni l'EISMEA ne peuvent en être tenus responsables.



WOMEN
TechEU

 **Funded by
the European Union**



Figures 77: Women TechEU brochure in French

Finance Innovation has also included the project description in its official website to maximise impact among our community of visitors.

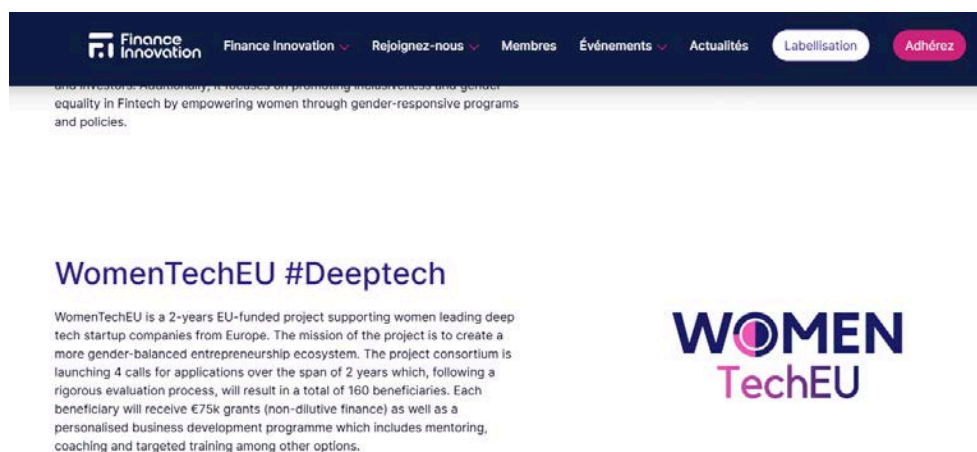


Figure 78: Women TechEU visibility on Finance Innovation website

4.6.2. Traditional media engagement

Finance Innovation contributed to the traditional media engagement by a Press Release shared by our press agency to the traditional French media in April 2024.



Contact: Darius Dinu - Calyptus
Contact number: +33 1 53 65 68 68
Contact email: financeinnovation@calyptus.net

POUR DIFFUSION IMMEDIATE LE 09/04/2024

Lancement de Women TechEU avec 12 millions d'euros de subventions non dilutives pour les femmes entrepreneures de la deep tech

La deuxième édition de Women TechEU, un projet financé par l'UE qui soutient les femmes dirigeantes de startups de la deep tech en Europe, a été lancée et a ouvert son premier appel à candidatures. Le projet investira 12 millions d'euros dans des subventions sans participation au capital, ce qui permettra de soutenir 160 entreprises de deep tech dirigées par des femmes.

Le projet a été lancé lors du sommet du Conseil européen de l'innovation (EIC) qui s'est tenu pendant la semaine de la Recherche et de l'Innovation (R&I Week) à Bruxelles, du 18 au 22 mars. Plusieurs personnalités ont visité le stand du projet, dont la commissaire européenne chargée de l'innovation, de la recherche, de la culture, de l'éducation et de la jeunesse, Ilana Ivanova.



Project number 101133528 - Women TechEU - HORIZON-EIE-2023-CONNECT-01-01
Disclaimer: 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 EISMEA can be held responsible for them.

Figure 79: Finance Innovation French press release in April 2024

Finance Innovation was also interviewed by a regional magazine. This action helped to communicate about the project in other regions of the country.

aditiv | **L'Europe de l'innovation** | #08 | Mai 2024

3 QUESTIONS À

Gisela Sanchez | **Finance Innovation**
directrice affaires européennes et partenaires conseil de Finance Innovation
Pôle de compétitivité mondial basé à Paris, Finance Innovation accompagne des startup financières et fait partie du consortium du projet Women Tech EU.

Qu'est-ce que Women Tech EU ?
C'est un projet qui soutient les (co)fondatrices d'entreprises deeptech en Europe détenant au moins 25% de l'entreprise et occupant une position de direction. Les startup ciblées ont entre 6 mois et 8 ans, des fonds propres inférieurs à 1M€, et sont dans une phase précoce de leur développement.

Pourquoi un projet dédié aux femmes ?
Les statistiques montrent une plus faible part des femmes dans l'entrepreneuriat. La Commission européenne soutient ainsi particulièrement les femmes innovatrices. En 2 ans, 4 appels à candidatures seront lancés pour sélectionner à chaque fois 40 lauréates, qui en plus d'une subvention de 75k€ bénéficieront d'un programme personnalisé de développement d'entreprise – mentorat, coaching, formations ciblées...

Quels conseils donneriez-vous pour postuler ?
Mettre en valeur l'impact du projet – priorité aux sujets de transitions verte, numérique, sociale ! Et dans la vidéo demandée dans le dossier, je conseillerais, bien que ce ne soit pas un critère officiel, de valoriser la personnalité de la femme entrepreneure qui porte le projet. [En savoir +](#)

LE PROJET DU MOIS

Remplacer les polluants éternels par des bactéries ?

Les composants fluorés sont omniprésents dans notre quotidien, des médicaments (un quart en contient) aux poêles antiadhésives. Ces produits sont aujourd'hui exclusivement fabriqués à l'aide de méthodes chimiques à fort impact sur l'environnement, et à partir de dérivés du pétrole. De plus, la longévité de ces molécules en fait des polluants difficiles à traiter.

Le projet SinFonia, cofinancé par Horizon 2020, a conçu une alternative plus durable à partir de bactéries, dont le métabolisme remplace les procédés chimiques habituellement utilisés dans l'industrie. Des « usines » de cellules bactériennes ont ainsi produit des polymères, éléments constitutifs du plastique. Ces derniers, biodégradables et à moindre teneur en fluor, ont des propriétés similaires à celles des matériaux fluorés classiques. Ce projet ouvre ainsi la voie à des alternatives aux polluants éternels. [En savoir +](#)

APPELS À PROJETS

Batterie
Jusqu'au 05/09/2024
Horizon Europe ouvre un appel aux projets collaboratifs sur le thème « Réduction de la taille et du poids des cellules et de l'emballage des systèmes de batteries en intégrant des matériaux légers et fonctionnels, une gestion thermique innovante et une approche sûre et durable de la conception ». [En savoir +](#)

Environnement bâti
Jusqu'au 21/01/2025
Appel à projets collaboratifs et transnationaux Horizon Europe sur le thème : « Robotique et autres solutions automatisées pour la construction, la rénovation et l'entretien dans un environnement bâti durable ». [En savoir +](#)

Villes innovantes
Jusqu'au 14/10/2024
L'initiative européenne pour les villes a ouvert l'appel pour des projets innovants sur les thèmes « Transition énergétique » et « Technologies dans les villes ». [En savoir +](#)

AGENDA

Webinaire
Transition écologique et innovation : quels dispositifs européens ?
Le 14 juin 2024 de 13h30 à 14h30 – En ligne
Co-organisé par ADI, membre d'Entreprise Europe Network, et Soltena, ce webinaire proposera un tour d'horizon des programmes européens d'innovation au profit de la transition écologique. Au programme : l'Europe mode d'emploi, un témoignage inspirant et tous les dispositifs d'accompagnement. [S'inscrire](#)

UNE QUESTION ? UN PROJET ?
CLIQUEZ POUR NOUS CONTACTER !
europe@adi-na.fr

Et retrouvez-nous sur [adi-na.fr/projets-europeens](https://www.adi-na.fr/projets-europeens)

ADI Nouvelle-Aquitaine
Siège social : 15, allée du Doyen Georges Brus 33000 Pessac
Bordeaux • Solignac • La Rochelle • Limoges • Poitiers • Pau

© 2023 - ISSN 3061-0067
Cet email vous est envoyé par ADI Nouvelle-Aquitaine. Si vous ne souhaitez plus recevoir d'information de notre part, vous pouvez vous désinscrire de l'ensemble des diffusions d'ADI en contactant europe@adi-na.fr 8 jours avant complètement d'information ou faire valoir vos droits.

L'innovation au service des transitions
ADI est aux côtés des entreprises et des territoires de Nouvelle-Aquitaine ! N'hésitez pas à contacter nos experts métiers et filières.

Figure 60: Finance Innovation interviewed by regional magazine in 2024

4.6.3. Physical events

1. [Fintech meeting Days](#)

On the 11th of June the Fintech meeting days in Paris. This is a matchmaking event organized by Business France and La Place Fintech, to matchmake international investors and start-ups. In this

opportunity FI had the opportunity to present WomenTechEU during the welcome presentation.



Figure 61: FI presenting Women TechEU during Fintech meeting day in Paris 2024

2. [BankTech day 2024](#)

On the 13th of June 2024, the BankTech day was organised in Paris. A major event dedicated to banks, fintechs, institutional banking actors. A whole day event with conferences to discuss innovation and trends in the banking sector. The event gathered 650 participants, 33 booths, more than 100 speakers and 44 partners. WomenTech EU was present in this event and a big opportunity for the project to raise awareness about the open calls.



Figure 62: Women TechEU during BankTech day in Paris, 2024

3. [DAF day \(CFO day\) 2024](#)

The 25th of September took place the DAF day in Paris. A day of conferences dedicated to accounting and corporate finance professionals, round tables, keynotes and networking. The aim of the day is to highlight innovations for the CFO profession. Key numbers: 370 participants, 25 stands, 300 networking meetings, 44 speakers.

WomenTechEU had a booth during the event giving the possibility to all attendees to know more about the project.

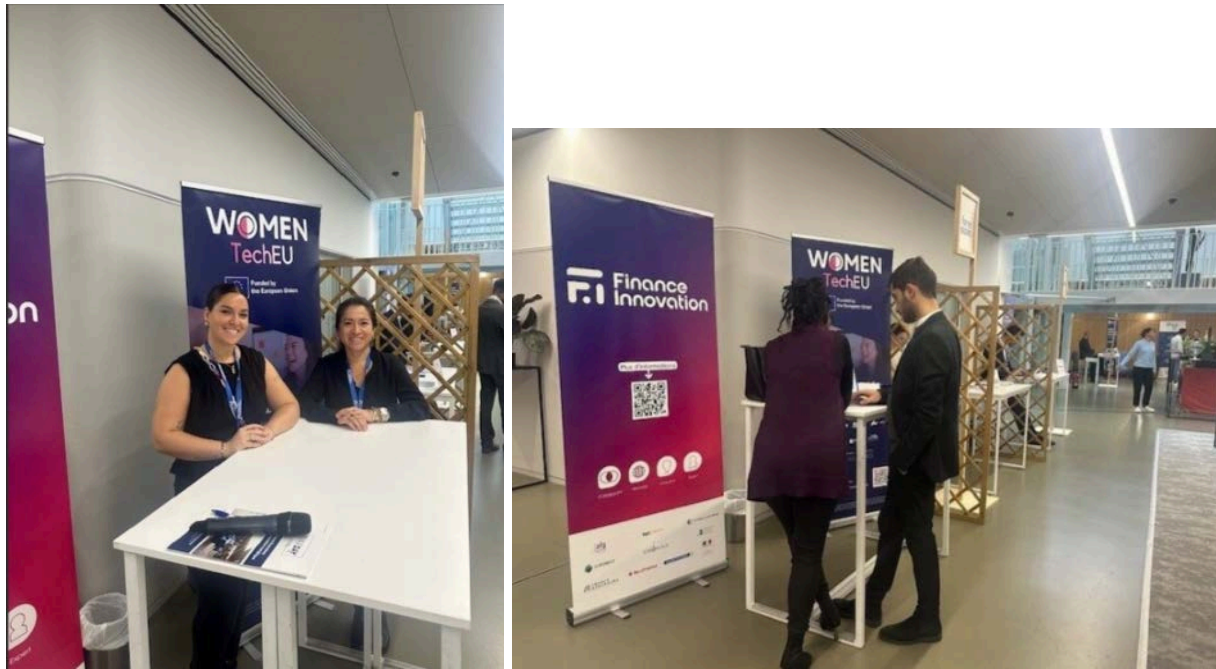


Figure 63: Women TechEU during CFO day in Paris, 2024

4. [InsurDay 2024](#)

On the 19th of November, the InsurDay took place in Paris. This event is open to the whole French insurance ecosystem with the objective to present and discuss the new innovations in the sector. What are the perspectives for the insurance sector? What are the climate challenges, or evolutions within the sector? This event that took place at the famous Paris Saint Germain stadium, gathers more than 850 participants, 40 booths and 90 speakers.

WomenTechEU was present through a booth and was the opportunity to encourage the public to know more about the project and apply to the open calls.



Figures 64: Women TechEU during Insurday day in Paris, November 2024

5. [Les femmes qui comptent 2024](#)

On the 21st of November 2024, Finance Innovation had the opportunity to participate in the event *Les femmes qui comptent* at Marseille in France. FI was present with a booth at the event. This event was the opportunity to discover entrepreneurs and personalities committed to women's economic independence, who are actively shaping the future of our society. FI brought WomenTechEU to this huge conference

at the Velodrome stadium of Marseille. The event gathered more than 1 000 participants, mainly women entrepreneurs.



Figure 65: Women TechEU during Les femmes qui content à Marseille, November 2024

4.6.4. Other

1. Paris Chapter

Finance Innovation organized the first “Chapter” in Paris. Together with the project coordinator, this initiative was created in order to gather the WomenTechEU winners in a city that had a big number of winners and create a closer community and sharing among the winners.

Finance Innovation was glad to put in place the pilot project of this initiative. Business in France is quite centralised in Paris, so this gives us the possibility to gather a higher number of participants.

The meeting was designed in a very informal gathering breakfast on the 6th of December at Finance Innovation offices in Paris.

French winners were contacted through a publication on the Sploro platform and through email directly.

The pilot meeting was very successful with 4 participants from 5 winners attending. All the feedback was shared with the project coordinator regarding the pilot itself but also regarding the cascade funding.

This meeting inspired other partners to organise the same gathering. Therefore, FI shared their methodology with other partners in order to organise other chapters in other countries such as Spain and The Netherlands.

After the pilot success in Paris, FI is already organizing the second chapter that will take place on the 15th of May 2025.



Figures 66: Women TechEU first chapter in Paris, December 2024

Some of the winners also communicated about this gathering through their own social media communities, giving further impact to the project and increasing the sentiment of a community .



Figure 67: Women TechEU winner post LinkedIn after attending Paris Chapter

4.7. AFAEMME

AFAEMME, Federation of Businesswomen Organizations, from Barcelona, Spain, is partner of the Consortium to promote the Women TechEU Project since March 2024. We like to put women in contact with other women and create synergies, and we are very proud to be part of this project.

We disseminate the open calls, project information, events and activities, through Social media channels, and within our networks, our associates and all our contacts, in our newsletter, direct emailing, and person to person contact.

We communicate all the project activities, and we are giving visibility to the winners, organising and attending different events, participating in meetings, and matching events with mentors. And we are publishing and designing different actions (online and offline) to give opportunities to local and international startups and to the general and specialized target public, to know about the Women TechEU Project.

4.7.1. Digital media engagement

Afaemme has used their communication channels: website, social media and communication newsletter to share all the news. Though our LinkedIn newsletter distributes to more than 6.000 followers.

<https://www.afaemme.org/present/news/kick-meeting-women-tech>

Social networking sites offer virtually unlimited opportunities to attract new visitors while tracking in real time and with updated analytical reports. The first posts, in April, 2024, focused on explaining the beginning of our collaboration, as dissemination partner, and the project.

KICK OFF MEETING WOMEN TECH



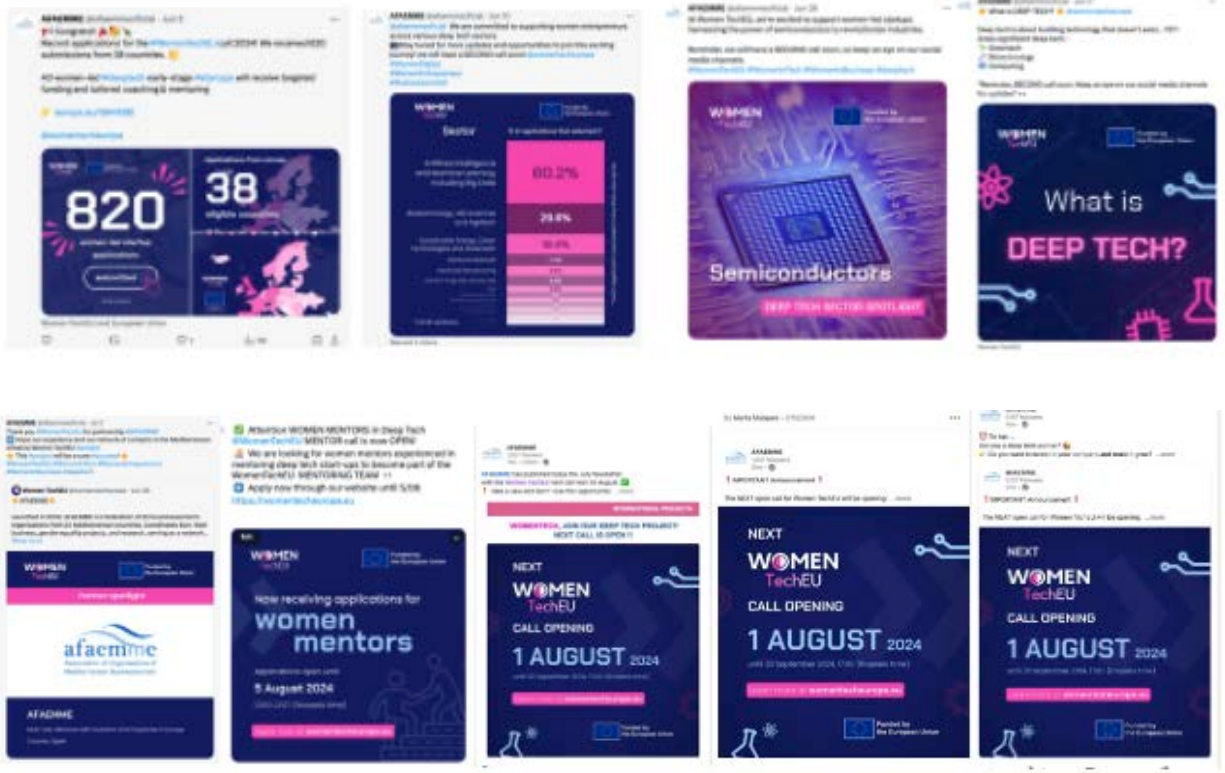
Afaemme international Team attended last 20th March, the first kick off meeting of the WOMENTECH EU project, where Afaemme is partner at the dissemination and communication work package. The project aims to select 160 women deep tech entrepreneur who apply to receive 75.000 € to invest in their companies. Great initiative from the EU!!

Figure 68: Women TechEU AFAEMME Web Post

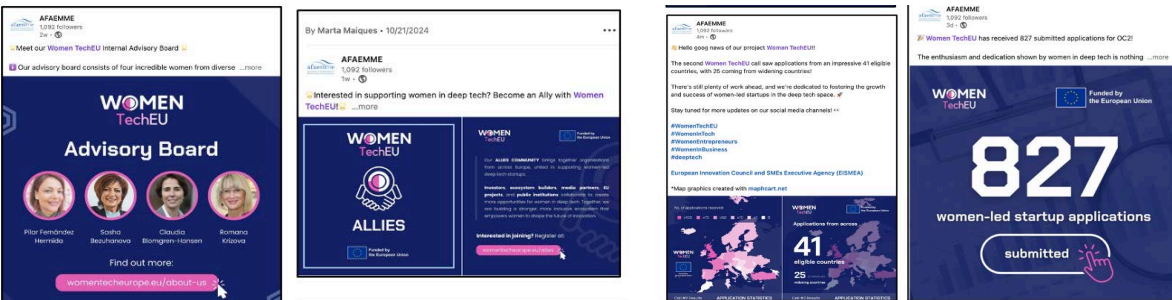
During the year we have published every week once or twice in our social media channels: linkedin, twitter, facebook and instagram. Dissemination of the news of the project based on the publication on the Women TechEU social network. The objective was to replicate the images proposed by the project dissemination leaders, expanding our target, with some translations and explanations adapting hashtags to the local media.

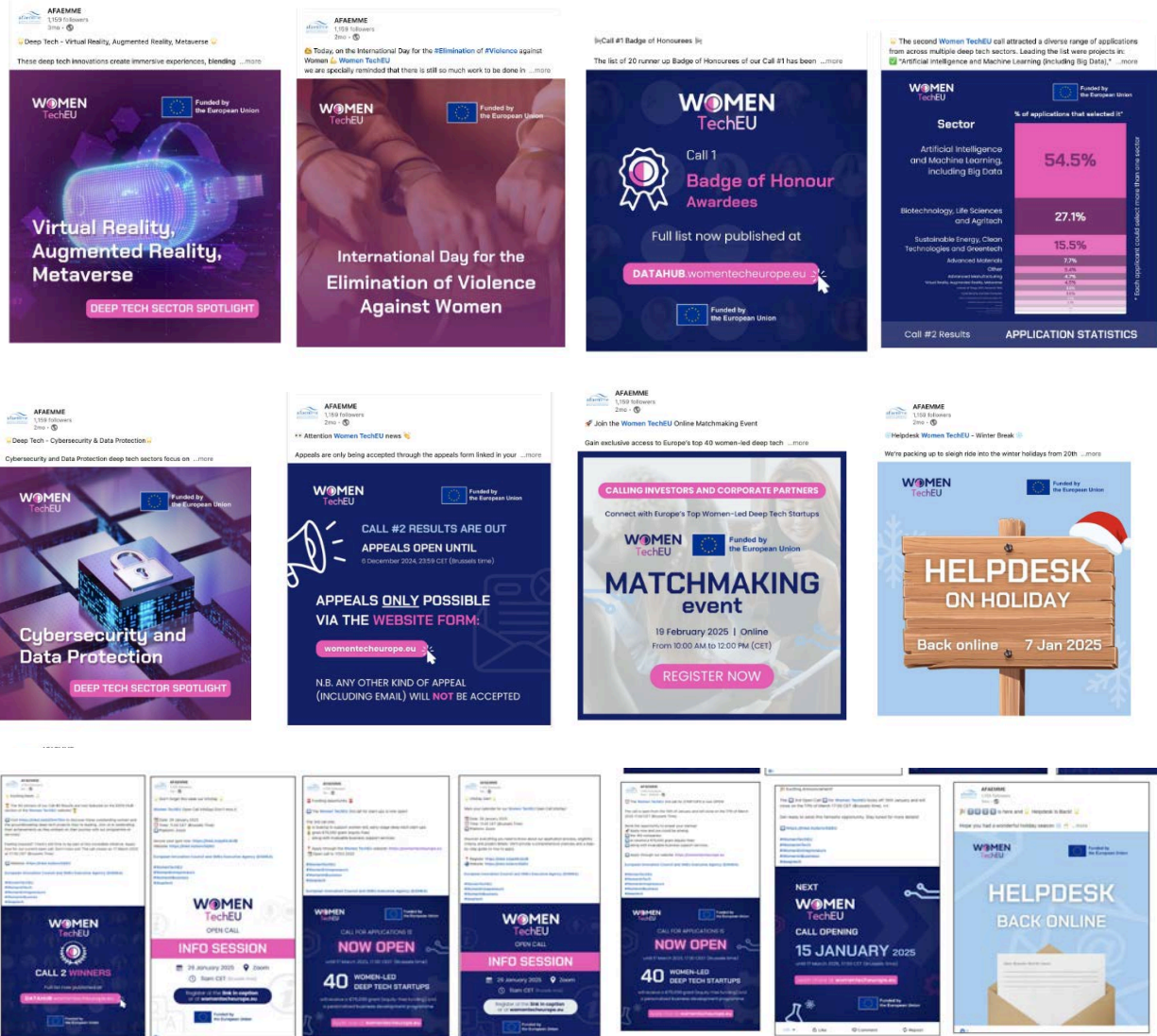
Here below are some monthly publications to disseminate the open calls and communicate matching events, communication:





Figures 69: Women TechEU AFAEMME Social Media Post





Figures 70: Women TechEU AFAEMME Social Media Post

Newsletter

AFAEMME has used our newsletter, a great marketing tool, direct to our targets, contacts and interested parties, with a reach of 12.000 users throughout the Mediterranean, to explain the project Women TechEU.

The publications are:

April, 2024

<https://3w0si.r.bh.d.sendibt3.com/mk/mr/sh/SMJz0ACyFvfreXPcfKprMEeE8KOI/zNGpHATMzAFZ>

July, 2024

<https://3w0si.r.bh.d.sendibt3.com/mk/mr/sh/SMJz0ACyFvfreXPcfKprMEeE8KOI/XSMsHYFdbNYp>

November, 2024

https://3w0si.r.bh.d.sendibt3.com/mk/mr/sh/SMJz0ACyFvfreXPcfKprMEeE8KOI/_hEftxfXK_Fm



Figures 71: Women TechEU AFAEMME Newsletters 2024

4.7.2. Traditional media engagement

The strategy with traditional media was to get in contact with journalists and traditional local media, specialised in entrepreneurship, startups, innovation, and women. The first phase consisted of explaining the project and getting their interest. Starting in February we will have several publications in the written traditional press

explaining the Project and spending time promoting and giving visibility to the winners of the first calls.

4.7.3. Physical events

Although online has a great weight in our lives and the dissemination of a project, the best way to explain is still in person-to-person meetings. So we have tried to attend, participate and organize as many real-world meetings as possible.

On June 20th we had a successful meeting with Deep Tech women entrepreneurs from AWE (Academy for Women Entrepreneurs) to introduce our Women TechEU project at the headquarters of Foment del Treball.

Foment del Treball Nacional is The federation that has represented entrepreneurs and the powerful Catalan industry. Twenty businesswomen participated with great enthusiasm in the presentation of the Women TechEU program. They asked many questions and explained their interest in these initiatives.. Strong, resilient, committed entrepreneurs... very deep tech with powerful technology start-ups and willing to grow their companies.

These are our LinkedIn post and photos

<https://www.linkedin.com/feed/update/urn:li:activity:7209842143895420929>



**Figures 72: Women TechEU Presentation with AWE group
Foment de Treball, Barcelona, 20 June, 2024**

On **4th July 2024** AFAEMME attended the monthly meeting of Barcelona's digital and technological community at Pier 01, as part of Women TechEU. This community elevates individuals with tech startups by providing a platform for them to give presentations and have conversations with the resident technological community.

These are our LinkedIn post and photos

<https://www.linkedin.com/feed/update/urn:li:activity:7214537305284354048>



Figures 72: Women TechEU attending at Barcelona Tech City meeting

On **October 3rd** we held the 16th edition of MedaWomen, an international, reference forum for women entrepreneurs in the Mediterranean. This edition took place in the Palace of Arts and Culture of Tanger, in Tanger, Morocco. There were more than 1.000 attendees in two days. An unique opportunity to discuss the problems faced by women entrepreneurs in the region, learn about regional and international experiences in this field and create synergies and alliances with different stakeholders, both in the public and private spheres.

We shared the **Women TechEU project** with all the entrepreneurs, startups and businesswomen from this edition. Subsequently, many replicated the information among their partners and networks of contacts. We contacted some organisations to become Allies from the project, too. Ms. Maria Helena de Felipe Lehtonen President, and Ms. Marta Maiques, Communication Manager, were the AFAEMME team responsible for explaining the project

These are our LinkedIn post and photos

<https://www.linkedin.com/feed/update/urn:li:activity:7248615448357855232>





Figures 73: Women TechEU presentation in the MEDAWOMEN, Tanger, Morocco

On **6th November 2024** we had the opportunity to participate at the Pitch corner hall organised by Barcelona Activa at the Barcelona Deep Tech Summit introducing the Women TechEU project. The [Deep Tech Summit](#) seeks to unite technology and innovation with inspiration, by promoting the entrepreneurial spirit in the scientific field and connecting it with the market. AFAEMME's project team, Ms. Marta Maiques and Ms. Gemma Cunillera, introduced the Women TechEU project to the attendees. In addition to explaining the Project, we present the winners of the first call, explaining their startups.

These are our LinkedIn post and photos

<https://www.linkedin.com/feed/update/urn:li:activity:7259848977204793344>



Figures 74: AFAEMME Project Coordinators introducing Women TechEU Program at the BCN DeepTech SUMMIT

On **29th October**, AFAEMME was invited to participate as a keynote speaker in the frame of the XVIII Medaweek edition, at the Mediterranean leaders economic week to highlight the project for women in Deep technology. The attendees were more than 3.000 from all around the Meda Region

These are our LinkedIn, a YouTube post and photos

https://www.linkedin.com/posts/womentecheu_womentecheu-womenintech-women-entrepreneurs-activity-7259886099185975296-0gkx?utm_source=share&utm_medium=member_desktop&rcm=ACoAABMMX7oBd2H1j-Y0UwqDyzMXf7MAthvJkbE

<https://youtu.be/Tyijw4II4g?si=upHcII6dyNYOKG54> (Minute 56-57)



Figures 75: Ms. Maria Helena de Felipe Lehtonen, President of AFAEMME, during her speech

4.7.4. Virtual events

On **26th September**, AFAEMME participated in the virtual event, "Navigating Grant Funding for Startups in Europe". It was tailored for aspiring entrepreneurs and founders in the #femtech, #health tech, and #biotech industries. Participants gained valuable insights into securing grants and heard success stories from startup founders. Ms. Marta Maiques, Community Manager from AFAEMME, attended this webinar hosted by one of our allies, [Women of Wearables](#) (Wearables, health tech & femtech).

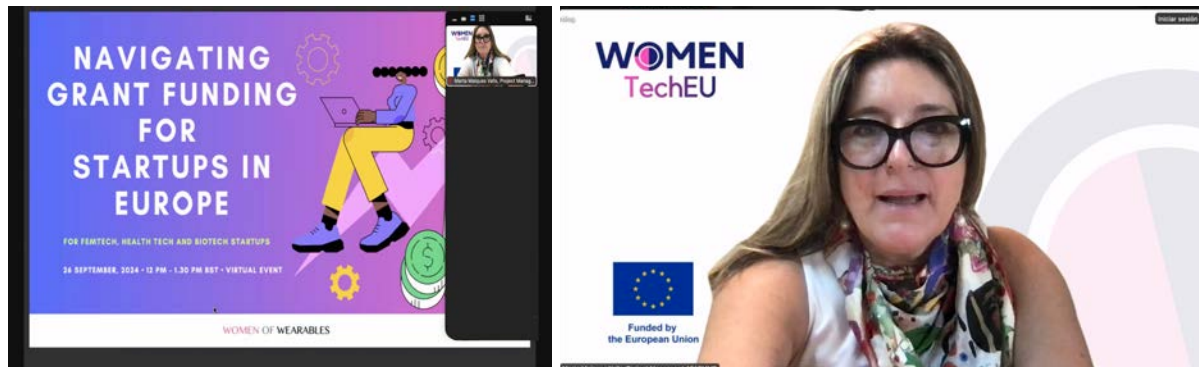


Figure 76: Women TechEU AFAEMME virtual event

4.7.5. Other

Informal meeting to organise future events with partners from the project with EIT HEALTH Spain. Last December we had a great meeting between AFAEMME project coordinator Ms. Marta Maiques at EIT Health Spain, with Ms. Charlotte Bertaud, Project Officer and Ms. Georgina Cortiella, Strategic Communication & PR planning. The objective was to collect ideas to organize new Women TechEU activities and event for the year 2025 to empower Women TechEU winners from call #1 and #2.



Figures 77: EIT HealthSpain & AFAEMME meeting for the Women TechEU Project

4.8. EIT Food

4.8.1. Digital media engagement

EIT Food shared news on their website, providing updates and insights:

- Launch of the project: [Women TechEU launches with €12 million in equity-free grants for women founders in deep tech - EIT Food](#)
- 2nd Open Call announcement: [Supporting women leading deep tech startups grow into tomorrow's tech leaders - EIT Food](#)
- 3rd Open Call announcement: [Women TechEU 3rd call open until March 17! - EIT Food](#)

Supernovas website:

- 2nd Open Call announcement: [Women TechEU 2nd call open! - Supernovas](#)
- 3rd Open Call announcement: [Women TechEU 3rd call open until March 17! - Supernovas](#)

EIT Food shared news about the project on their social media channels:

EIT Food Women In Entrepreneurship Channel:

- Announcement of the 2nd call:
<https://www.linkedin.com/feed/update/urn:li:activity:7222507277155532801>

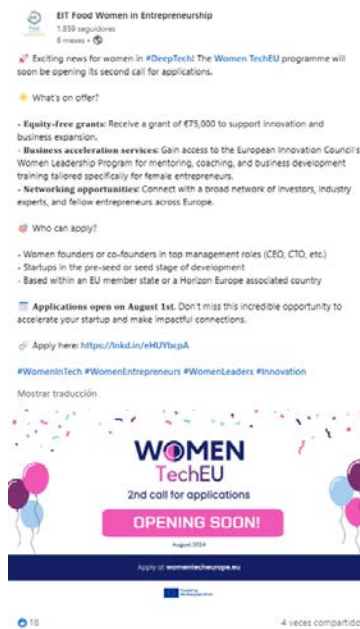


Figure 78: EIT Food

- Announcement of the programme:
<https://www.linkedin.com/feed/update/urn:li:activity:7237381830138621953>

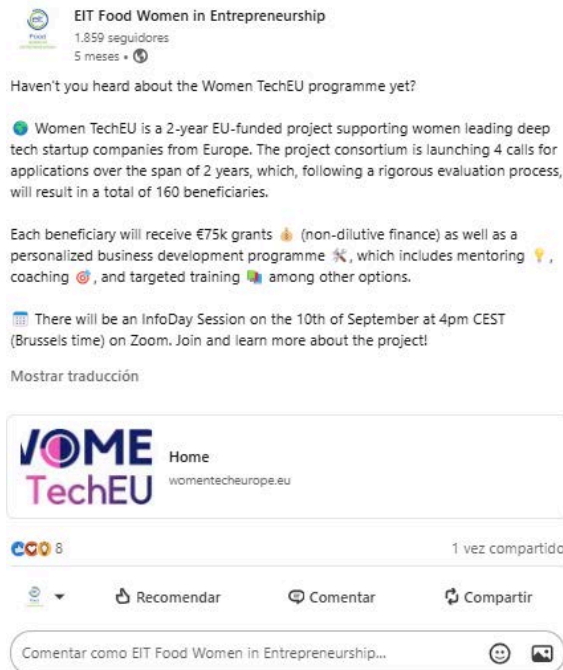


Figure 79: EIT Food

- Women TechEU Matchmaking event announcement:
<https://www.linkedin.com/feed/update/urn:li:activity:7285651404713549824>
And
<https://www.linkedin.com/feed/update/urn:li:activity:7273283841325158400>

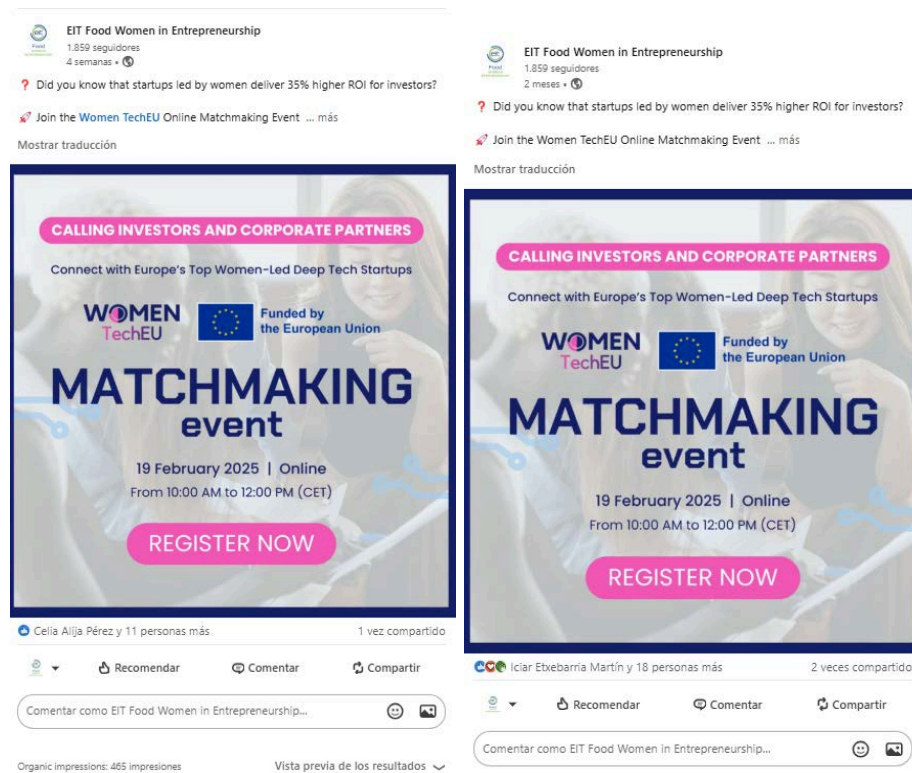


Figure 80: EIT Food

- 3rd Open Call announcement:
<https://www.linkedin.com/feed/update/urn:li:activity:7290628604017700866>



Figure 81: EIT Food

Asier Sannio – Personal Account

- Post looking for mentors:
https://www.linkedin.com/posts/asiersannio_womentecheu-womenintech-womenentrepreneurs-activity-7217098300892602374-L9I3?utm_source=share&utm_medium=member_desktop&rcm=ACoAAA1qPYABlvxj9BYWlQwqHlwouXJIAPaLWzY



Figure 82: EIT Food

Specific mailings:

- 2nd Call announcement: [Exciting Opportunity: Women TechEU Programme Second Call opening soon! – Odo](#)



**Supporting women leading deep tech
startups grow into tomorrow's tech
leaders**

Dear EIT Food Community,

We are thrilled to be supporting the **Women TechEU** programme that will be opening its second call for applications soon. This initiative, funded by the European Union under the Horizon Europe programme, aims to support early-stage deep-tech start-ups led by women, providing them with the resources and opportunities they need to thrive.

What is Women TechEU?

Women TechEU is dedicated to fostering female-led innovation in the deep-tech sector.

Figure 83: EIT Food

- 2nd Call announcement reminder: [Exciting Opportunity: Join the Women TechEU Programme! – Odoo](#)



Supporting women leading deep tech startups grow into tomorrow's tech leaders

Dear EIT Food Community,

Haven't you heard? We are supporting the **Women TechEU** programme that recently opened its second call for applications. This initiative, funded by the European Union under the Horizon Europe programme, aims to support early-stage deep-tech start-ups led by women, providing them with the resources and opportunities they need to thrive.

What is Women TechEU?

Women TechEU is dedicated to fostering female-led innovation in the deep-tech sector, which encompasses startups based on cutting-edge technologies. The programme offers a comprehensive support package, including:

- **Equity-Free Grants:** Each selected start-up will receive a grant of €75,000 to support the initial steps of their innovation process and business growth.
- **Business Acceleration Services:** Beneficiaries will have access to mentoring,

Figure 84: EIT Food

- Invitation to Matchmaking event: [👩🏫 You are invited to the Women TechEU Matchmaking Event ✨ - Odoo](#)



Connect with outstanding women-led deep tech startups that are leaving their footprint in deep tech
Join our first matchmaking event!

Dear Innovation Lover,

As part of the Women TechEU programme collaborators, EIT Food is thrilled to invite you to the [online Women TechEU Matchmaking Event](#), a unique opportunity to connect with Europe's most innovative women-led deep tech startups.

This exclusive event features **40 outstanding startups**, carefully selected from over 820 applications for their groundbreaking solutions in **AI, biotechnology, climate-tech**, and more.

Why You Should Join:

- **Exclusive Access:** Meet high-potential startups ready for investment and collaboration.
- **Meaningful Connections:** Schedule six impactful 15-minute one-on-one meetings to explore investment-ready opportunities.
- **Early Insights:** Be at the forefront of disruptive technologies shaping the future.

Date: February 19th, 2025

Time: 10:00 AM – 12:00 PM CET

Meeting Booking Opens: January 15th, 2025

This event is your chance to invest in innovation, shape the future of deep tech, and support gender diversity in technology leadership.

Figure 85: EIT Food

- 3rd Cohort communication: [Meet the Women TechEU. You could be part of the 3rd Cohort!](#) [Call now open - Odo](#)



Calling Women in DeepTech to join Women TechEU!

Dear EIT Food network,

We are thrilled to be supporting the Women TechEU programme that has opened its third call for applications. This initiative, funded by the European Union under the Horizon Europe programme, aims to support early-stage deep-tech start-ups led by women, providing them with the resources and opportunities they need to thrive.

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- **Business Acceleration Services:** Beneficiaries will have access to mentoring, coaching, and tailored business development training through the European Innovation Council's Women Leadership Programme.
- **Networking Opportunities:** The programme facilitates connections with investors, industry experts, and other entrepreneurs across Europe.

Figure 86: EIT Food

3rd Cohort reminder:  [Meet the Women TechEU. You could be part of the 3rd Cohort!](#)  [Call now open - Odo](#)



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- **Business Acceleration Services:** Beneficiaries will have access to mentoring, coaching, and tailored business development training through the European Innovation Council's Women Leadership Programme.
- **Networking Opportunities:** The programme facilitates connections with investors, industry experts, and other entrepreneurs across Europe.

Figure 87: EIT Food

4.8.2. Physical events

In June 2024, the first edition of the EIT Food Founders Day was held, where startups, corporates and investors were invited from all over Europe. Materials from the Supernovas Programme were showcased, and explained at the stand designated for the startups.



Figures 88: EIT Food

South Summit Event June 2024



Figures 89: EIT Food

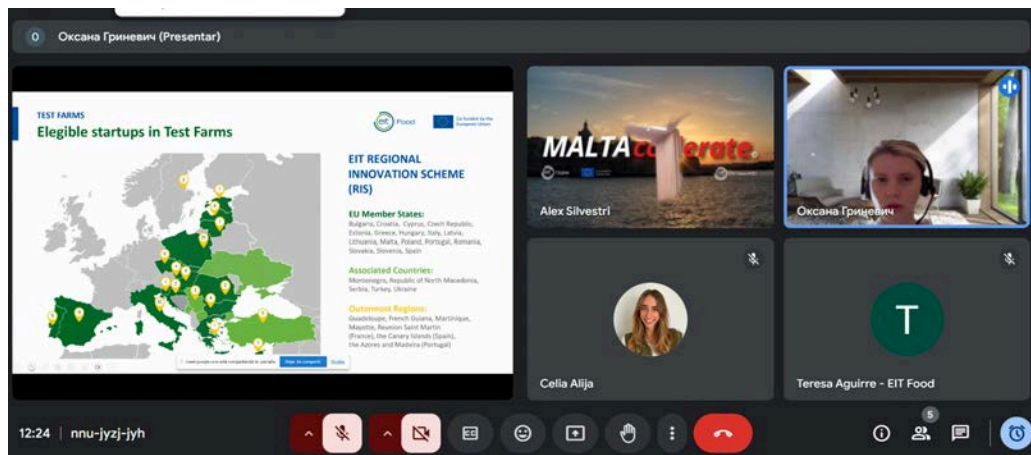
WOMEN LEADERSHIP PROGRAMME EIC-EIT PROGRAM KICK-OFF IN TURIN SEPTEMBER 2024

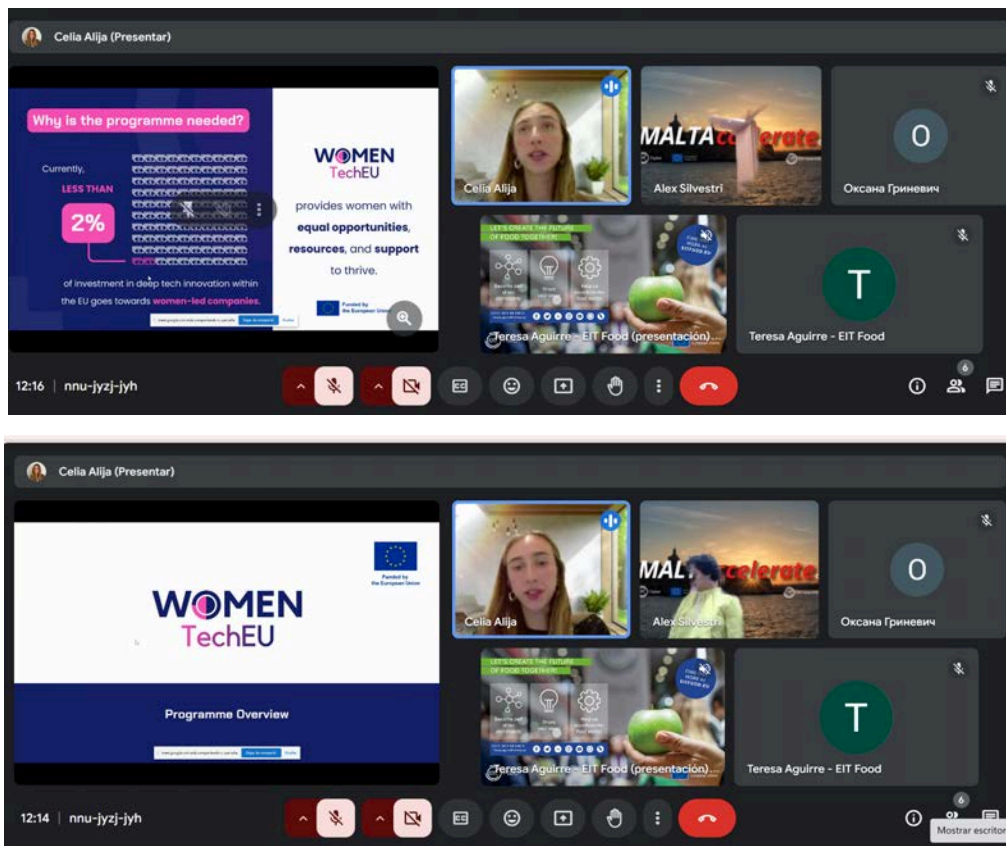


Figure 90: EIT Food

4.8.3. Virtual events

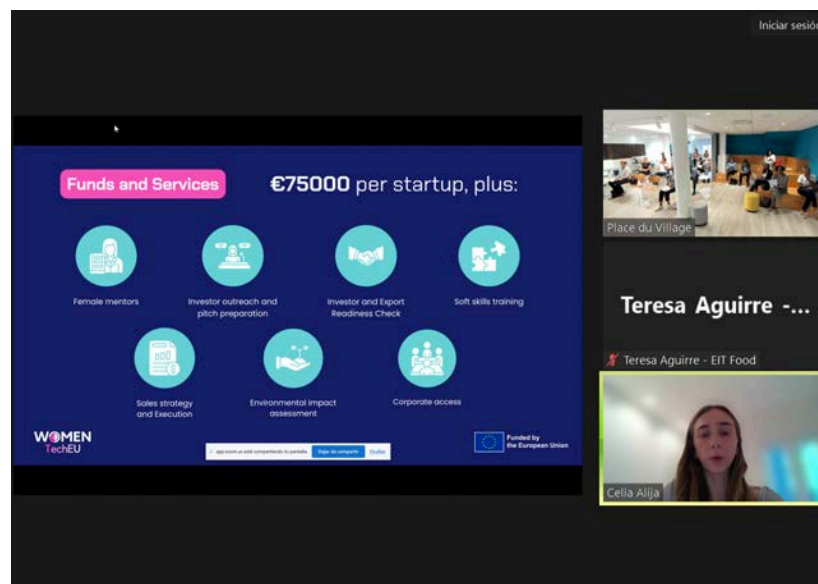
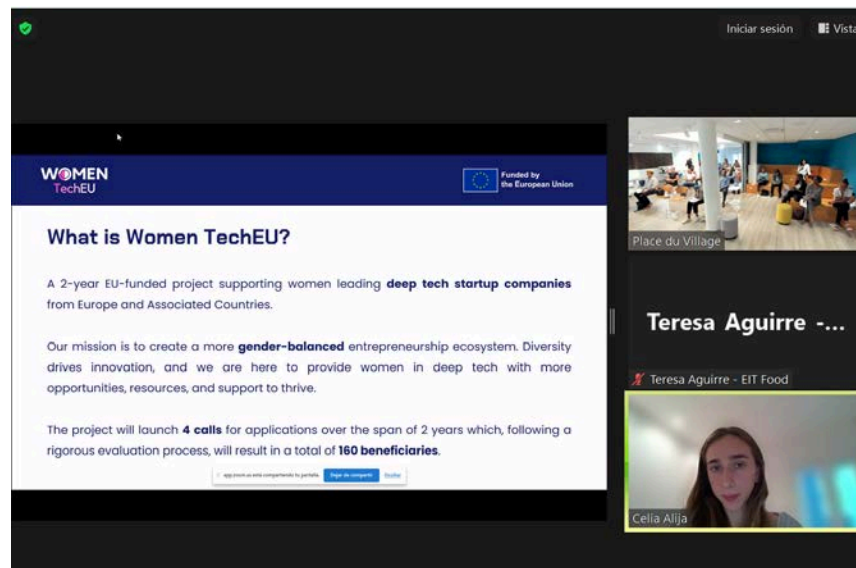
EIT Food participated in a number of virtual events listed below.
(October 18–19 2024)





Figures 91: EIT Food Agrifood Entrepreneurs Days Malta

Agrifood Entrepreneurs Days Malta (October 19) An event dedicated to fostering innovation and collaboration among agrifood entrepreneurs.



Figures 92: EIT Food Agrifood Entrepreneurs Days – Martinique

EIT Food Agrifood Entrepreneurs Days Martinique (November 7)

4.9. EIT Health Spain

As the sole partner in health, EIT Health Spain strives to emphasise the importance of continuous efforts to strengthen the value of the European community.

EIT Health operates through multiple hubs or Co-Location Centres, in addition to its Head Office team, with dedicated teams based in various European countries.

In line with the project's objectives, EIT Health focuses on areas where innovation is most needed and where EIT Health Spain can establish meaningful connections. In this context, efforts were made to connect with everyone, especially in regions like InnoStars (Hungary, Italy, Poland, Portugal) and the RIS team (Greece, Croatia, Slovakia, Latvia, Lithuania, Czech Republic, Romania), where particular interest was taken in building collaborations and strengthening engagement as RIS areas.

Building on this approach, EIT Health Spain communication and dissemination activities involved identifying key areas and contacts to effectively target specific audiences while also ensuring broader outreach across the entire ecosystem.

4.9.1. Digital media engagement

To maximise outreach, EIT Health Spain developed a structured plan that included personalised calls to introduce the project and specify the target countries to be engaged.

Additionally, EIT Health Spain organised calls with European communication teams and hosted the Monthly Assembly of EIT Health Spain's partners, bringing together representatives from industry, universities, and research agencies to foster collaboration and exchange insights.

Regarding digital communication channels and social media, EIT Health Spain leveraged multiple platforms to enhance visibility and engagement:

- **EIT Health Spain LinkedIn**
- **X (Twitter)**
- **Innovators Community:** [Live Feed | EIT Health Innovators Community](#)

https://community.eithealth.eu/feed_posts/1538336

- **Monthly newsletter**

To further amplify EIT Health Spain dissemination efforts, outreach extended to other EIT Health hubs across Europe, significantly increasing reach and impact. Key examples include:

- EIT Health Central Office

[Upcoming Calls and Opportunities for EIT Health Partners](#)

https://www.instagram.com/p/C-IOz9LOXLI/?utm_source=ig_web_copy_link
[Instagram Post](#)



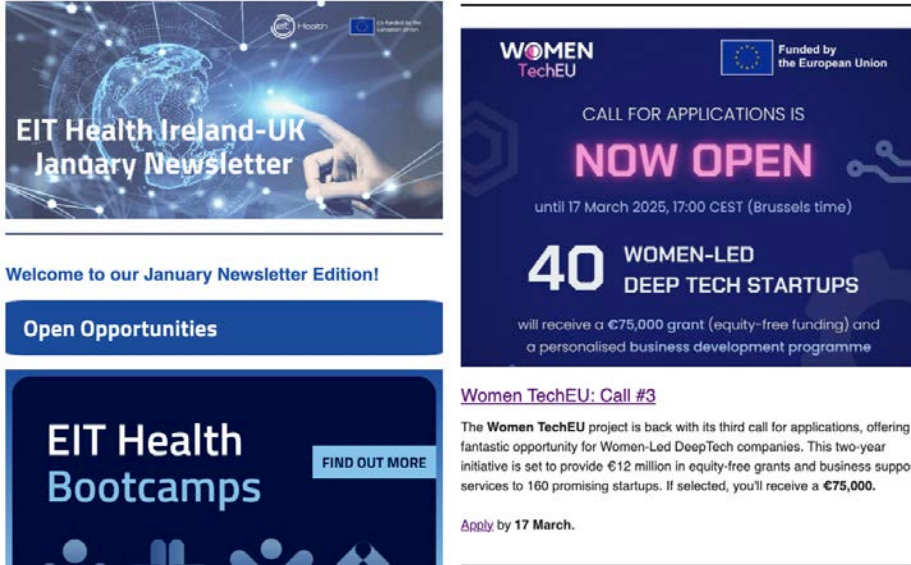
Figure 93: EIT Health Central Office

- EIT Health Belgium-Netherlands

https://www.linkedin.com/posts/womentecheu_womentecheu-womenintech-women-entrepreneurs-activity-7224737075290406912-Ri-u?

- EIT Health Ireland-UK

January news and updates with EIT Health Ireland-UK



EIT Health Ireland-UK
January Newsletter

Welcome to our January Newsletter Edition!

Open Opportunities

EIT Health Bootcamps **FIND OUT MORE**

WOMEN TechEU **Funded by the European Union**

CALL FOR APPLICATIONS IS
NOW OPEN
until 17 March 2025, 17:00 CEST (Brussels time)

40 WOMEN-LED DEEP TECH STARTUPS
will receive a €75,000 grant (equity-free funding) and a personalised business development programme

Women TechEU: Call #3
The **Women TechEU** project is back with its third call for applications, offering a fantastic opportunity for Women-Led DeepTech companies. This two-year initiative is set to provide €12 million in equity-free grants and business support services to 160 promising startups. If selected, you'll receive a **€75,000**.

Apply by 17 March.

Figures 94: EIT Health Ireland-UK

- EIT Health Scandinavia

https://www.linkedin.com/posts/matilda-%C3%A5berg-wennerholm-400a45_womentecheu-womenintech-womenentrepreneurs-activity-7192126693099102209-kiHQ?

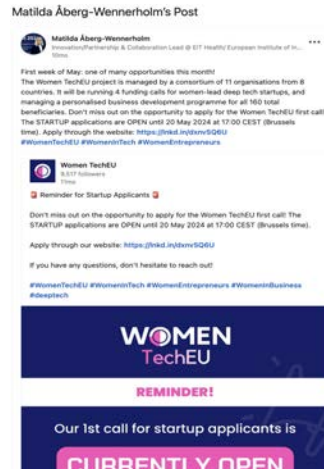


Figure 95: EIT Health Scandinavia

- EIT Health Germany/Switzerland

https://www.linkedin.com/posts/eit-health-de_womentecheu-womenintech-womenentrepreneurs-activity-7195768795762749440-VQ7H?

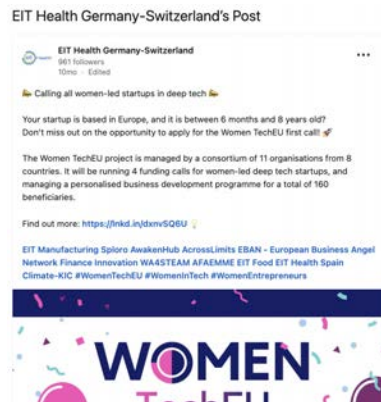


Figure 96: EIT Health Germany/Switzerland

- EIT Health France

https://www.linkedin.com/posts/eit-health-france_deep-tech-innovationsantaez-entrepreneuriatfaezminin-activity-7227338042988994560-Apd5?utm_source=share&utm_medium=member_desktop

https://www.linkedin.com/posts/eit-health-france_deeptech-innovationsantaez-en-trepreneuriatfaezminin-activity-7227338042988994560-Apd5?

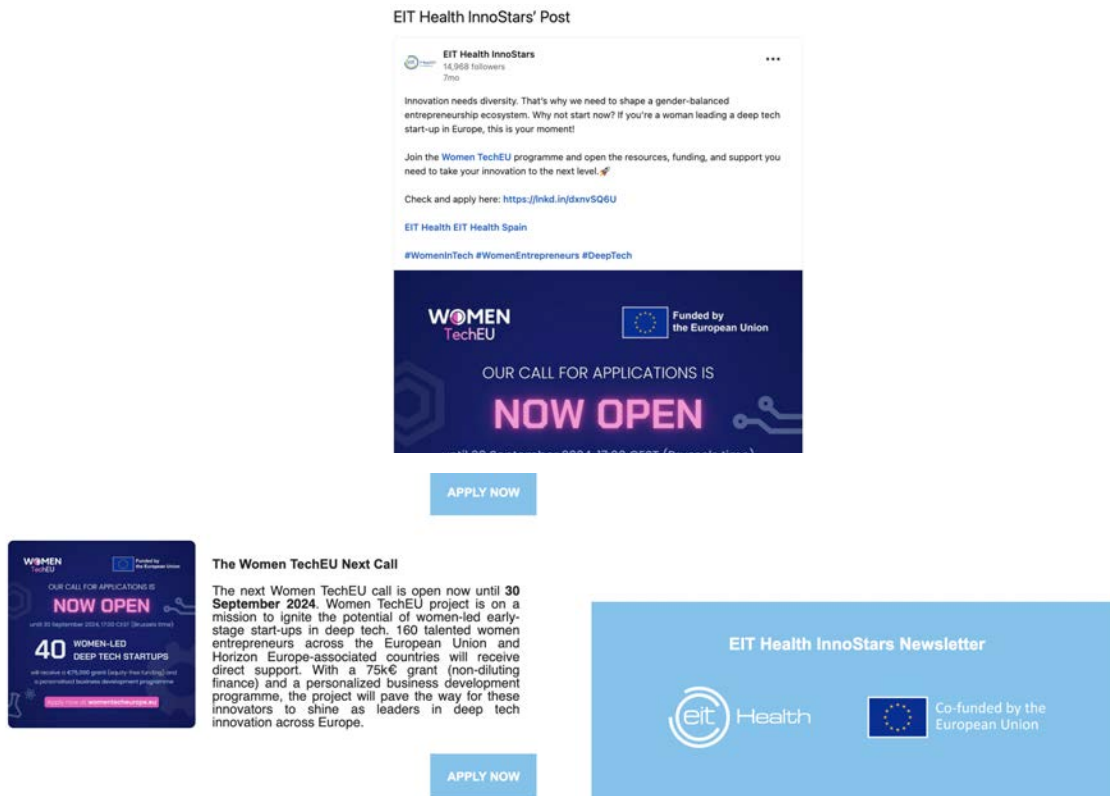


Figure 97: EIT Health France

- InnoStars (Hungary, Italy, Poland, Portugal)

<https://mailchi.mp/eithealth.eu/learn-more-about-eit-health-opportunities-in-6670362?e=f1d642b7aa>

https://www.linkedin.com/posts/eit-health-innostars_womenintech-womenentrepreneurs-deeptech-activity-7231594186301480960-10bR

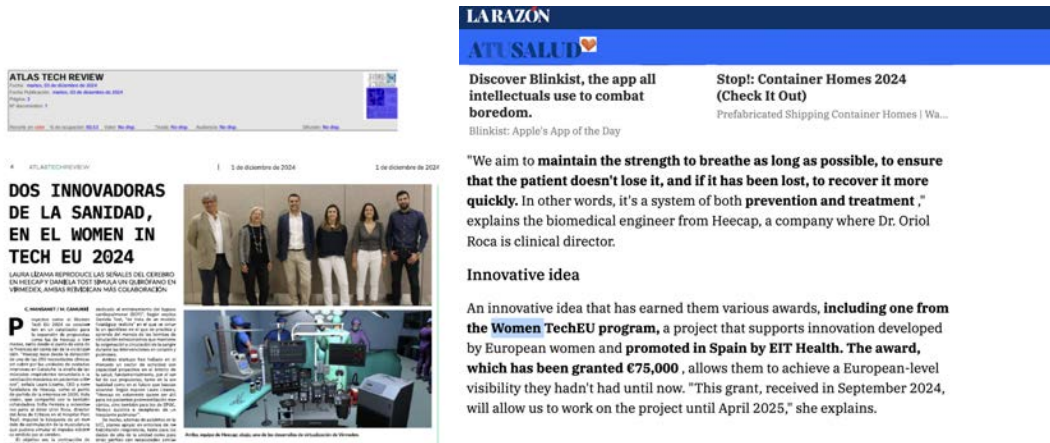


Figures 98: EIT Health InnoStars (Hungary, Italy, Poland, Portugal)

4.9.2. Traditional media engagement

EIT Health Spain secured two interviews for the two Spanish finalists, one in *La Razón* and the other in *Atlas Tecnológico*, both influential media outlets with significant national reach

- [Desarrollan un estimulador de los músculos respiratorios que puede evitar la atrofia en la UCI](#)
- [51b331a4-92e9-4341-b947-0408d86d0254](#)



Figures 99: EIT Health Spain traditional media

4.9.3. Physical events

EIT Health Spain took part in several events where it was believed that a contribution would add significant value, including:

- In June 2024, in Warsaw, Antonio Rodriguez, Entrepreneurship Lead at EIT Health Spain, participated in the *Women in Tech Summit* to present the programme.



Figure 100: EIT Health Spain Women in Tech Summit

- On 28 November 2024, Lorena González, Education Lead at EIT Health Spain, promoted the programme at the *EIT Health Career Path* event. This European event, held in Budapest, offers participants the opportunity to take a step closer to turning innovations into reality—advancing healthcare delivery and bringing tangible benefits to patients and society.



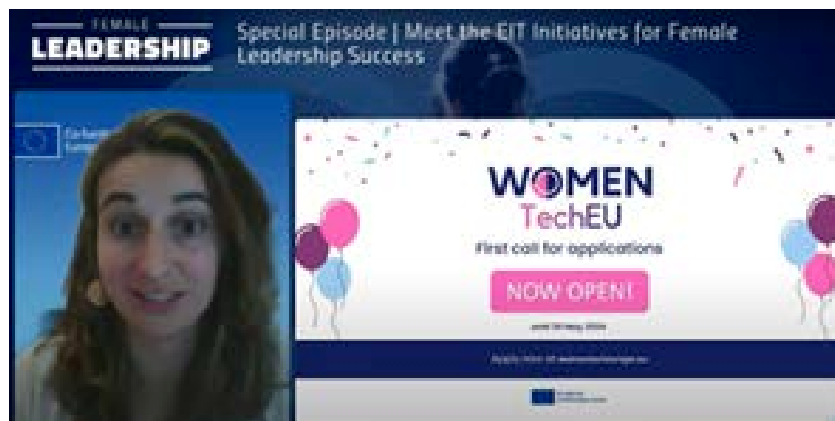
Figure 101: EIT Health Spain at the EIT Health Career Path event

4.9.4. Virtual events

As part of EIT Health Spain’s virtual engagements, the team participated in the *i4KIDS EU* project, which aimed to build a strong and inclusive paediatric innovation ecosystem across Europe. Through dedicated modules, the project tackled key challenges and provided tools to drive innovation in paediatrics. In the “Training Capsule Women innovators & Female leadership” session EIT Health Spain presented Women TechEU

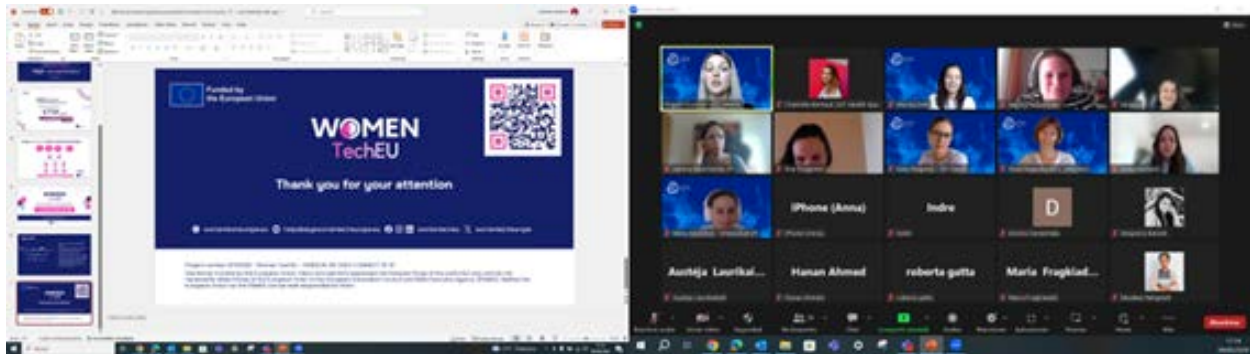


Women innovators and Female leadership in paediatrics



Figures 102: EIT Health Spain EIT Innovators Community Female leadership (26 March 2024)

EIT Health Spain took part in the *RIS Event – EIT Initiatives for Female Leadership Success* within the *Innovators Community "Female Leadership"*, featuring contributions from the Israel hub.



Figures 102: EIT Health Spain RIS Event – EIT Initiatives for Female Leadership Success within the Innovators Community "Female Leadership"

4.10. Climate KIC

4.10.1. Digital media engagement

Climate KIC has actively promoted the WomenTechEU open calls through a range of digital media channels, including social media platforms, email campaigns, and targeted community outreach. This report details the dissemination and communication efforts undertaken for **Open Call 1 and Open Call 2**, demonstrating Climate KIC's commitment to reaching relevant stakeholders.

Social Media Campaigns

- **LinkedIn** Dissemination of open calls through Climate KIC's official LinkedIn account of 100.1K followers; Climate KIC's ClimAccelerator LinkedIn account of 10.5K followers; and Climate KIC RIS LinkedIn account of 2K followers.
 - [Official Climate KIC Post \(call 1\)](#)
 - 81 engagements, 7 comments, 13 reposts
 - [ClimAccelerator LinkedIn Post \(call 1\)](#)
 - 32 engagements, 2 comments, 4 reposts
 - [Official Climate KIC post \(call 2\)](#)
 - 33 engagements, 9 reposts
 - [ClimAccelerator post \(call 2\)](#)
 - 31 engagements, 9 reposts
 - [Climate KIC RIS post \(call 2\)](#)
 - 5 engagements
- **Twitter (X)** Dissemination of open calls through Climate KIC's official X account of 40.9K Followers.
 - [Main Climate KIC Post \(call 1\)](#)
 - 1 repost, 3 engagements, 351 views

- **Climate KIC website** Publication of both calls on the official Climate KIC webpage dedicated to Open Calls, averaging 18,9K page views per year.

The screenshot displays a webpage titled "CALL FOR APPLICATIONS: Women Tech". The main content area is dark blue with white text. It includes a "Details:" section with the following text:

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 160 beneficiaries. Each beneficiary will receive €75k grants (non-dilutive finance) as well as a personalised business development programme which includes mentoring, coaching and targeted training among other options.

Deadline: 30 September 2024 17:00 CEST

How to apply: Read the [call document](#) carefully, as it contains important information on the project and assessment criteria. Once ready, submit your proposal through [this link](#). Only submissions through this link will be considered for this open call.

Questions? Send an email to wallis.grant@climate-kic.org

At the bottom of the page, there is a navigation bar with the Climate KIC logo and links for "Who we are", "How we work", "Our community", "What we do", and "Get involved". Below this, a yellow "OPEN CALL" tag is present above the heading "Woman TechEU: Call 2/4". A dark blue box contains a "CALL FOR Applications" section with a "CONTACT" link to wallis.grant@climate-kic.org and a "HOW TO APPLY" button. A "DEADLINE" section below it states "2024-10-03 17:00: CEST". A "Details" section at the bottom repeats the project information.

Figures 103: Climate KIC website

- **Climate KIC Community Newsletter** (1,851 subscribers)
 - Open call 1 included in the [April edition](#) of the monthly newsletter; 33.3% open rate; 2.5% click rate.
 - Open call 2 included in the [September edition](#) of the monthly newsletter with 1,851 subscribers; 24.6% open rate; 2.5% click rate.

Community & Network Outreach

- **Women and Climate Slack Group**
 - Shared the first open call with **3,736 members** globally.
 - Engaged female innovators and entrepreneurs.

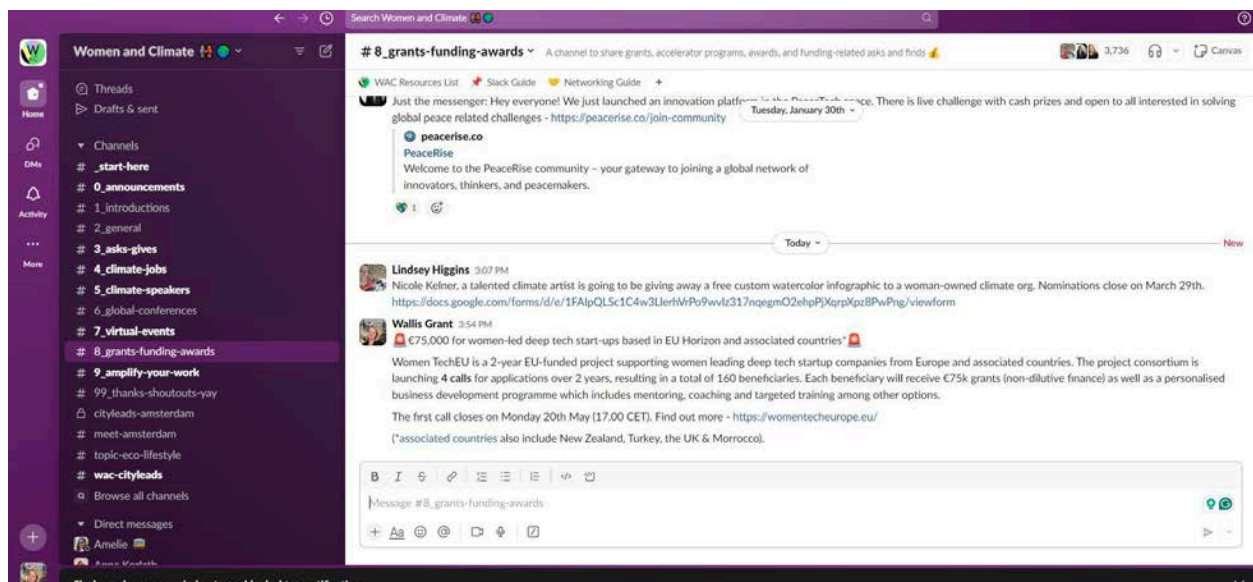


Figure 104: Climate KIC Slack Group

- **2X Global Messenger Board**
 - Reached **555 members**, including investors, INGOs, and development institutions.

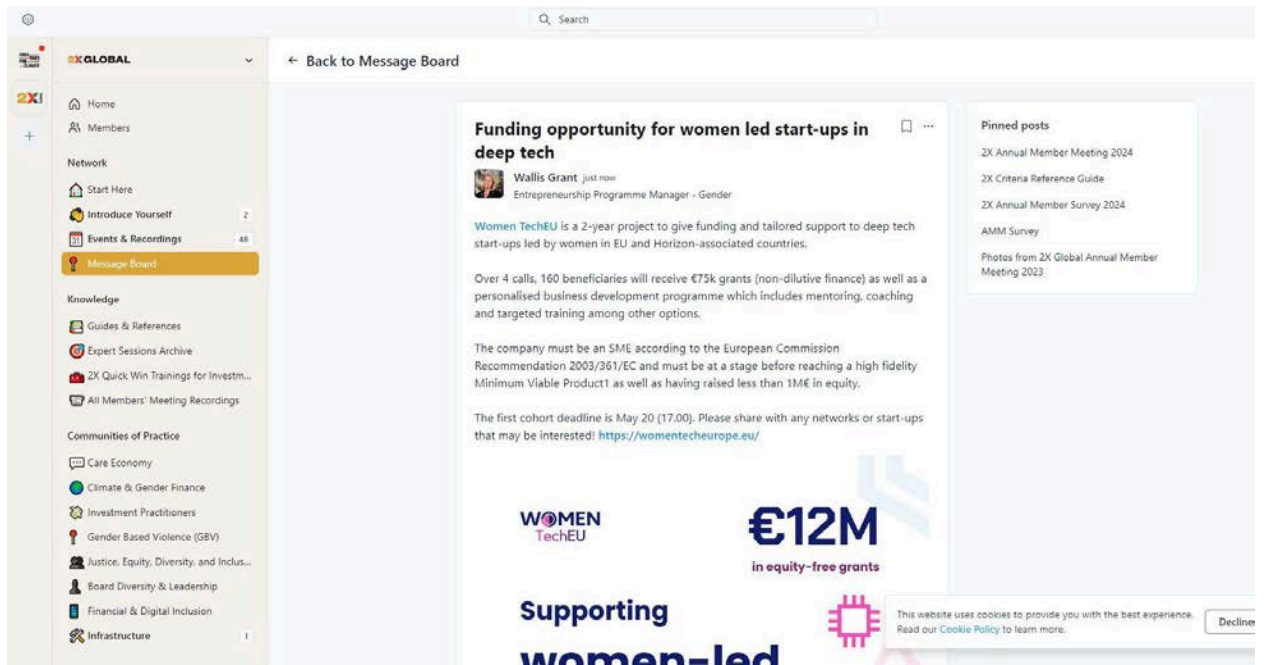


Figure 105: Climate KIC Messenger Board

Targeted Email Campaigns

1. Dutch Climate Tech Ecosystem Partners

- a. Email outreach by TNW’s Head of Policy & Partnerships.
- b. Dissemination of the open call to industry and business networks.
- c. Evidence

RE: Thank you for joining us for the Female Founders Brunch last week!



Wallis Grant
To Yeni Joseph



Tue 03/09/2024 13:29

Hi Yeni,

Big thanks for hosting such an interesting event last week! It's always great to hear from women founders on their experiences – currently integrating their feedback into some of our trainings as we speak.

I wanted to share a live opportunity at the moment, that I thought might be interesting for your network - more details below.

[Women TechEU](#) is a 2-year EU-funded project supporting **women leading deep tech start-up companies**. With 4 calls across the 2 years, the project aims to support 160 beneficiaries from [EU Horizon and associated countries](#).

Each beneficiary will receive **€75k grants** (non-dilutive finance) as well as a **personalised business development programme** which includes **mentoring, coaching and targeted training** among other options.

The company must be a SME according to the European Commission Recommendation 2003/361/EC and must be at a stage before reaching a high fidelity Minimum Viable Product1 as well as having raised less than 1M€ in equity.

The second call is open now and will close **Monday 30 September (17.00 CET)**. More information on how to apply can be found here - <https://womentecheuropa.eu/> & can be shared on LinkedIn [here](#).

I'd be grateful if you should share with your networks and anyone who you think would be eligible to apply.

--

Thanks in advance – looking forward to catching up soon!
Wallis

Figure 106: Climate KIC email campaigns

1. RIS Country Partners (Greece, Albania, Croatia)

- a. Email campaign to local ClimAccelerator partners.
- b. Focused on engaging regional innovators.

EIT CLimate-KIC RIS

https://www.linkedin.com/posts/climatekicris_womentecheu-deeptech-matching-activity-7273239187741396992-S37a?utm_source=share&utm_medium=member_desktop&rcm=ACoAABKjGW4BervotKewvmEFyVrIK3Y1c-tmkyc

5. Analysis of mid-term achievements and lessons learned

The heights reached in Women TechEU's communication and dissemination strategy within just a year have been beyond even ambitious expectations. While this is testament to the incredible work done by all the consortium, who have all fully contributed as detailed above in disseminating within their existing networks, it also stands to show just how big the demand and need is for the Women TechEU programme.

At this crucial mid-way juncture, it is pertinent to not only stop and take stock of the achievements so far but to also assess where we still need to invest resources in.

5.1. Overall performance and reach:

It can be objectively said that WTEU is performing well in terms of overall reach, as proven by metrics evidenced in the previous sections such as number of applications received per call, hits on our website, social media follows and engagement, newsletter subscription rates, and events attended. Since the project is in a good position already based on these metrics, the focus for the next year is therefore to keep this momentum going for the upcoming 2 calls so that the project continues to reach the same/higher results across the board, as well as assess where qualitative improvements can be made in terms of reach.

A key concern across the board in all endeavours within WTEU has always been the need to reach out to **less innovative or underrepresented regions**. An initial analysis was already implemented following the first open call (as detailed in our interim progress report) to identify what can be done to extend the programme's reach and impact, and steps have already been taken to invest in reach across different regions. Targeted events have been held in these regions, and the Allies Network has been established, which has set up multiplier communication nodes beyond the

consortium's borders. Targeted different language materials and scouting initiatives were suggested but are being kept as an alternative action for the fourth call, should there be a critical situation where geographical reach remains insufficient.

The project is already seeing promising results. Based on an analysis of the applications received in the past 2 calls, we have seen an increase in [the number of applicant countries of origin](#): from applications from 38 eligible countries (OC1) to 41 (OC2). The number of Widening Countries applying to the programme also increased, from 21 (OC1) to 25 (OC2). Being that there are 29 total Widening Countries, almost all countries have been reached a target the consortium will continue to keep pushing towards for the coming calls. Moreover, the goal is to also increase the number of applications from these countries, so as to address the disparity seen in the overall number of applications from more innovative regions.

5.2. Lessons learned

Constant social media presence is necessary: One of the key reasons that we have been able to maintain a constant level of engagement with targeted stakeholders is because we have invested significant efforts into our social media. We have established a regular posting schedule of at least three times a week, with the vast majority of visuals being designed from scratch by AcrossLimits' design team. All posts adhere to our overall brand, ensuring a coherent outwards message. This approach, while very resource heavy, has seen excellent and tangible results, with our engagement and follow rates consistently climbing. Moreover, the platform that has been overwhelmingly more successful is LinkedIn - to be expected, since we are targeting professionals and entrepreneurs, for whom LinkedIn is a key communication tool. That being said, the other social media platforms have their relevance and potential to reach other individuals who are not on LinkedIn, and therefore have their role to play in our overall outreach strategy.

EU Funding Acknowledgement: The AcrossLimits team, as the C&D WP Lead, had an exceedingly fruitful meeting early on in the project with the EISMEA Communications team to ensure that we had full understanding of how to acknowledge EU funding across different modalities and mediums. While we were experienced in leading dissemination of EU projects, we felt it necessary to ensure that we are fully in line with the latest requirements and good practices, given the relevance and existing role of Women TechEU in the European innovation ecosystem. Following the meeting, we assessed all templates so far already created, and made minor adjustments where necessary, whilst incorporating the information received into all materials created from that point onwards. The information received was also communicated written into the DCP to ensure all consortium members had access to the same information. As another level of quality control, we have established a protocol where, in case of doubt, partners can send us their communication materials to us to vet beforehand.

The need for Helpdesk safeguards: The Helpdesk was initially envisaged as a helpful tool to provide further assistance if people have questions after reading the available material on the website. However, from the experience we have had so far, the Helpdesk is a much more intensive task than that, and we have had to continuously expand, evolve and re-think the Helpdesk's role and management as the project has evolved. Indeed, for future iterations, it is recommended that serious consideration is given to it as a task in its own right, given the significant amount of resources it takes to operate. Below we have listed a number of key lessons learned throughout the past year that will feed into how we approach this aspect of the project's communication in the future.

- *The Helpdesk is a very useful tool that gives insights into people's experience with the programme:* This channel has allowed constant direct communication with stakeholders. This has allowed us for example to identify where we were not giving detailed enough information in our call documents, because we would receive a number of questions on the same topics. We

have also been able to identify people's main sources of frustration with their experience, and where possible, use it as a constructive feedback tool to improve our communications and programme. While unfortunately some feedback we receive is purely negative based on applicants' disappointment at not being selected, we have at times used this feedback to for example reword application questions to make a phrase more clear.

- *People treating Helpdesk as their first resource for information:* we receive a lot of questions on the Helpdesk asking basic questions relating to the programme that make it very clear that the individual has not read the Guidelines or the FAQs (such as who is eligible for the programme, for example). Initially, we tried to answer these questions, however it soon became untenable as a situation given that we do not have infinite resources to invest into the Helpdesk. As a result, we have instituted a policy where such questions are told to first read the guidelines and FAQs, and only ask the Helpdesk if they have specific questions. As another level of mitigation, we have invested significant effort into rethinking our website's design to easily direct people to where they can find the information they need.
- *Handling harassment, attempts to manipulate, asking for special treatment, and other such rude and unprofessional behaviour:* Unfortunately, there have been countless times where the Helpdesk had to face high-stress situations caused by the tone and content of communication received, especially after results are communicated. We have had people attempting to sway the Helpdesk into letting an applicant bypass the rules, often through emotional manipulation (e.g. saying their business will fail if we do not re-assess their application, or that they had family emergencies on the day of the deadline which impacted submission). Some people are overly aggressive and threaten to report, others continue emailing multiple times despite the Helpdesk telling them there is nothing more that can be done on their case. This has resulted in the Helpdesk being a high-pressure task which can be

taxing on the team. To mitigate this, we have written into the Guidelines of the second call that applicants showing any such behaviour will be disqualified.

- *Automating processes to save time and mitigate human error:* The first appeal process was handled manually, with applicants being directed to email the Helpdesk. This was inefficient, as it took a lot of time to correspond back and forth with applicants to ask them for all the necessary information to submit an appeal. Moreover, it then involved a process of manually compiling spreadsheets with said information. For the second call, the appeal data was gathered from an automated form on the website. The team is continuously looking into such ways to automate lengthy manual processes to streamline the running of the project.
- *The Helpdesk requires a full-fledged team to operate it:* Initially, the Helpdesk was manned by one team member, but over time we have had to increase this allocation to four team members in total. At peak times where communication volume is dozens of emails per day (typically around call opening and closing), we have often had to have two people working simultaneously on the Helpdesk.

6. The future of Women TechEU communication and dissemination

Success story promotion

As of March 2024 we will have the first fully completed cohort of winners to spotlight, meaning that our narrative focus will adjust and can shift towards more promotion of winners from all calls. We plan to utilise the beneficiary's own personal voices, stories, and success stories to encourage the next batch of deep tech innovators. This will have a win-win dynamic, as it will not only help us in making our communication more personalised and dynamic, helping us to continue reaching more potential applicants, but it will also afford our past WTEU beneficiaries continued exposure, thereby sustaining the impact their businesses receive from the WTEU programme.

This shift in narrative will be reflected across a number of mediums and using different methods. Again, the personal touch is to be emphasised here, so we will use person-first methodologies such as interviews, Q&As, and such where the focus is our beneficiaries' voices. We want to simultaneously focus on their deep tech innovations, to bring awareness and understanding of what boundaries are being pushed by these trailblazing women-lead companies, but also to promote WTEU through their own experience within the programme.

- **Newsletters:** On our upcoming newsletters, we will delve into detailed stories from the frontlines of innovation, where the awarded startups utilise the support and resources provided by Women TechEU to forge significant advancements in their respective fields.
- **Videos:** Following the completion of their programme of services, we will emphasise the achievements of these cohorts through winner highlight videos. These videos can be used in a variety of ways; e.g. to post on social

media, or to show during the last call's Information Days and promotional events as an encouragement from past to the potential future winners to apply.

- **Articles:** We will write a number of articles focusing on the innovations being pushed forward by the women supported by WTEU.
- **Podcasts:** the consortium will explore pod opportunities where we can feature WTEU, alongside with our beneficiaries.
- **Social media promotion:** a series of posts will be implemented to highlight the journey of the entrepreneurs.
- **Events:** Wherever possible going forward, both physical and virtual events will seek to include or spotlight our beneficiaries. Again, this will serve to both humanise the WTEU programme and make it more accessible to future applicants, whilst also continuing to provide exposure for the beneficiaries. For instance, we will explore organising a side-event at the 2025 edition of the EIC Summit with some of our past winners.

Importantly, these opportunities to spotlight past beneficiaries must be fair and equitably distributed amongst all beneficiaries. AcrossLimits, as communications lead, will work closely with AwakenHub as the WTEU programme of services and community lead to develop a system by which all winners will get a chance to be promoted through the WTEU channels. A potential method would be to circulate an expression of interest form, so that beneficiaries can indicate their preference (and willingness) to participate across the various forms of communication planned.

Final Event

At the end of the Women TechEU project, a high-impact final conference will be organised to bring together all partners, stakeholders, and participants. This event will serve as a comprehensive showcase of the project's extensive activities, its numerous successes, and the valuable lessons learned throughout its duration.

The conference aims to attract over 500 attendees, including high-level stakeholders from public institutions, industry leaders, and key figures in the technology and innovation sectors, as well as past beneficiaries who are able to attend. This gathering will not only highlight the achievements of the participating startups but also offer a platform for networking, knowledge exchange, and collaboration. It will provide a unique opportunity for all attendees to engage with the innovations and advancements that have been realised through the Women TechEU scheme, underscoring the importance of supporting women-led deep tech startups.

Allies

As the Women TechEU project progresses, it will strategically expand its presence in underrepresented regions, particularly widening countries, by forging new and strengthening existing alliances with organisations aligned with its mission.

Looking ahead, Women TechEU will focus on leveraging these alliances to promote changes that encourage the inclusion of more women in technology and entrepreneurship, particularly in regions where opportunities are limited. These efforts will enhance the visibility and influence of the programme, inspiring a new generation of women to engage and innovate in deep tech fields.

Moreover we will also continue to engage with investors as the most important type of allies for our winners, in order to get them to matchmake with them, and hopefully raise additional finance for their growth

Policy briefs

We have started with the creation of the first policy brief of the project and in the next few months we will release it for initial consultation with the different stakeholders. Moving forward in the project, we will continue with an additional 3 policy briefs that

will discuss the different challenges and opportunities that would need to be addressed by policy makers in order to help redress the imbalance currently found in the deep tech funding sector, with special attention to women led companies.

All the policy briefs will then be published on our website and we will also submit them for publication in different magazines / e-zines in order to increase their circulation. In the final event in Brussels we will then present all the policy briefs to the different high level representatives present from different regional, national and European level organisations.

Advisory Board

We had a successful first meeting with the advisory board. As the project progresses, we will continue to engage with the advisory board on a regular basis. This ongoing dialogue is essential for adapting to challenges and maximising the impact of our initiatives.

Advisory Board Members:

- Pilar Fernández Hermida
- Sasha Bezuhanova
- Claudia Blomgren-Hansen
- Romana Krizova

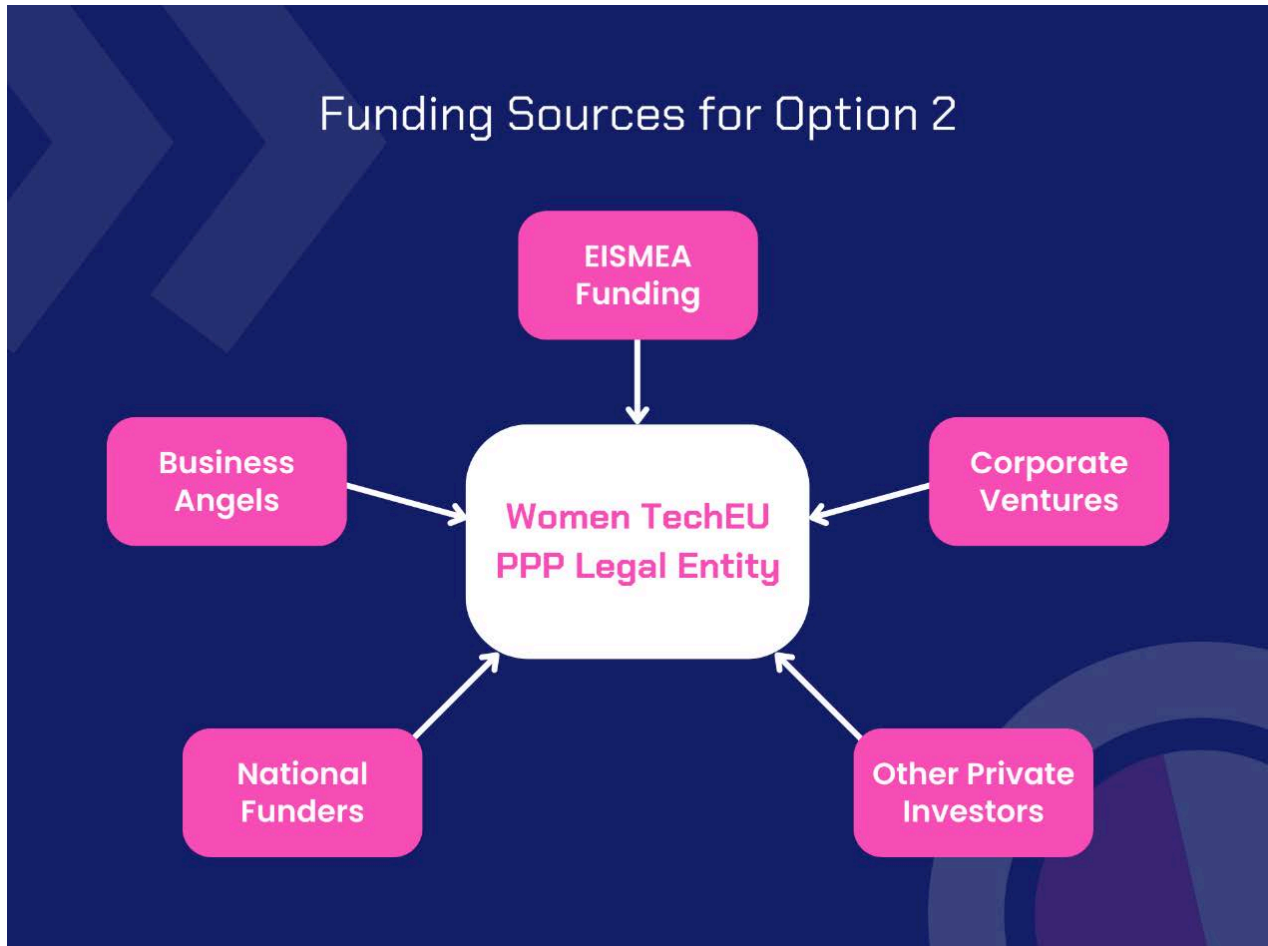
7. Women TechEU's exploitation strategy

In the first year of the project, the core partners under the direction of the WP Leader AcrossLimits have started already thinking of the different options for exploitation and sustainability of the project.

In Month 6, the Milestone document “Exploitation Strategy Defined” has been successfully submitted after discussion with all. In short this document has defined 2 different approaches to the potential continuation of the Women TechEU programme as follows:

- Option 1: Continuation of an FSTP funding scheme with a next round of funding by EISMEA
- Option 2: A public private partnership between the core partners and the EU agency with the creation of a separate legal entity for Women TechEU

For Option 2 several different types of potential funders were also identified as per image below, and this would leverage both the networks of the core partners and also the allies and alliances that have been built throughout our project lifetime (see www.womentecheuropa.eu/allies)



Given that additional time has passed, at the time of writing of this deliverable D4.3 we see that EISMEA has published its work programme for 2025 and there is once more the call for the next Women TechEU programme, which therefore pushes more towards Option 1 of the above. However the core partners continue discussing and working together in order to ensure that even if the next iteration is once more an EU funded project, that initial discussions are done already with potential private funders and partners so that a blended approach moving forward would also be possible.

The next step in the exploitation and sustainability will be to really look at all the assets and the knowledge created in the programme and build an exploitation plan so that activities (like an alumni network for example) would already be started during this project lifetime and this would then continue without glitches once the project ends.

A full deliverable D4.4 on the exploitation and sustainability plan (v1) is expected at end May 2025 and then a second iteration would be done as Deliverable D4.7 in March 2026.