



## **Deliverable D.6.1.**

### **Plan for the Dissemination and Exploitation, including Communication Activities**

**November 2023**

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# SEEDplus

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<https://seedplus.cloudearthi.com/>

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**Document information**

<b>D.6.1. Plan for the Dissemination and Exploitation, including Communication Activities</b>	
<b>Project/Grant Agreement number</b>	<i>101100494</i>
<b>Project title</b>	<i>Strengthening European Entrepreneurial Development</i>
<b>Project acronym</b>	<i>SEEDplus</i>
<b>Project start date</b>	<i>01/04/2023</i>
<b>Project end date</b>	<i>30/06/2025</i>
<b>Project duration</b>	<i>27 months</i>
<b>Work Package</b>	<i>WP6. Communication, Dissemination and Exploitation</i>
<b>Deliverable lead</b>	<i>EIT RM</i>
<b>Author(s)</b>	<i>Jan Eggert, Anahita D'Souza, Sonia Urusaro, Tamer Abu-Alam, Olga Voropai</i>
<b>Type of deliverable (R, DEM, DEC, other)</b>	<i>R</i>
<b>Dissemination level (PU, SEN, CI)</b>	<i>PU</i>
<b>Date of first submission</b>	<i>30 September 2023</i>
<b>Revision n°</b>	<i>Version 4</i>
<b>Revision date</b>	<i>15 September 2023</i>



## Executive Summary

The SEEDplus project addresses a critical gap between the entrepreneurial ambitions of university students and their ability to create ventures, particularly in regions with emerging and moderate innovation ecosystems. SEEDplus offers tailored courses, startup competitions, and university enterprise hubs to cultivate entrepreneurial talent, providing students with the skills and networks needed to turn innovative ideas into thriving businesses.

Central to achieving these goals is SEEDplus's strategic Dissemination, Exploitation, and Communication (DEC) plan, which defines target audiences, communication channels, main results and KPIs to ensure and track efficiency and effectiveness of the efforts.

The project's target audience spans students, universities, potential entrepreneurs, local innovation ecosystems, policymakers, and business partners. The communication strategy employs multiple channels, including the project website, social media platforms, and academic and white papers publications, to reach and engage its stakeholders. A well-defined schedule ensures that key milestones are promoted through consistent updates, promotions, and engagement activities.

To measure the success of its communication efforts, SEEDplus tracks specific Key Performance Indicators, including website traffic, social media reach, and stakeholder engagement.

The SEEDplus project's communication plan reflects a strong commitment to transparency, collaboration, and impact. By employing a dynamic, multifaceted approach to communication, dissemination, and exploitation, SEEDplus ensures that its innovative outcomes reach a wide audience and foster a sustainable, entrepreneurial ecosystem across Europe.



## Contents

1-	Introduction .....	5
2-	Evolving Communication Strategy: Maximizing SEEDplus Impact .....	5
3-	Objectives and Target Audience of DEC.....	6
3.1-	Objectives.....	6
3.2-	Target audience .....	6
4-	Tools and Channels for Dissemination and Communication .....	7
4.1-	Internal Communications .....	7
4.2-	External Communication .....	8
4.3-	Other Communication Channels .....	9
5-	Key Performance Indicators .....	10
6-	Information and Results to be Disseminated and Communicated .....	11
7-	Key Exploitable Result.....	12
8-	Implementation of the Communication Plan.....	14
8.1-	Roles of the team members .....	14
8.2-	Sustainability of Project Impact Beyond the Project End .....	14
8.3-	Communication Schedule .....	15
9-	Communication Guidelines and Compliance Rules.....	16
9.1 -	SEEDplus logo .....	16
9.2-	Logo Usage and Acknowledgment Statements .....	16
9.3-	Social Media Communication .....	17
10-	Gender Dimension and Inclusive Communication.....	17
11-	Conclusion .....	18



## 1- Introduction

The SEEDplus project aims to bridge the gap between entrepreneurial ambitions and successful venture creation among university students, especially in regions with emerging and moderate innovation ecosystems. Reports indicate that while over 40% of students harbor intentions to venture into entrepreneurship within five years of graduation, only a small fraction achieves this ambition. Challenges such as a scarcity of entrepreneurial role models, insufficient awareness of support programs, a lack of necessary entrepreneurial skills, and financial barriers significantly impede these aspirations. At its core, SEEDplus seeks to develop a comprehensive support structure that empowers young entrepreneurs by fostering the skills, networks, and opportunities required to turn innovative ideas into successful businesses. Through tailored entrepreneurship courses, startup competitions, and the establishment of university enterprise hubs, the project builds a sustainable ecosystem that supports entrepreneurial talent across diverse geographical regions.

The current deliverable “D.6.1. Plan for the Dissemination and Exploitation, including Communication Activities” aims to present a strategy and actions for communication, dissemination, and exploitation. These actions will ensure that the knowledge generated, and the results achieved, reach the widest possible audience. Effective communication raises awareness among students, academia, industry, and policymakers, while dissemination activities ensure that project outcomes are shared beyond the immediate network. Exploitation of the results not only enhances the project's visibility but also guarantees the sustainability of the initiatives developed during its lifecycle. Together, these actions create a foundation for long-lasting change in Europe's entrepreneurial landscape, ensuring that SEEDplus serves as a blueprint for other higher education institutions and regions.

## 2- Evolving Communication Strategy: Maximizing SEEDplus Impact

The Dissemination, Exploitation, and Communication (DEC) plan for SEEDplus is more than a static document; it is a strategic blueprint that adapts as the project evolves. Through ongoing collaboration among consortium members, the plan has been refined to ensure it remains aligned with SEEDplus's long-term goals. The latest version, Version 4 (as of September 2024), reflects the collective input of the consortium, aiming to maximize SEEDplus's visibility and impact.

As the innovation landscape evolves, SEEDplus approaches the DEC plan as a "living document" that is regularly reviewed and updated to incorporate new challenges, opportunities, and insights. This flexibility ensures that the project's communication, dissemination, and exploitation activities remain relevant and effective throughout its duration. Version 4 of the DEC plan (Sep 2024) is made publicly accessible on the project website (<https://seedplus.cloudearthi.com/DEC>) to invite feedback, comments, and suggestions on methods or approaches we may have overlooked. By publishing the DEC plan online, we aim not only to make minor updates and corrections but also to increase the visibility of our actions. This openness allows other higher education institutions to replicate the process, further amplifying the project's impact and fostering a broader reach in entrepreneurial ecosystems.

This adaptability is crucial in maintaining SEEDplus's relevance in a rapidly changing entrepreneurial ecosystem. As part of this approach, the plan will undergo regular reassessment to ensure it continues to guide the project in fostering entrepreneurial talent and driving



sustainable innovation. A significant update to the plan is expected to be submitted to the EU by June 2025, ensuring it stays aligned with emerging trends and project goals.

## 3- Objectives and Target Audience of DEC

### 3.1- Objectives

The following objectives will be the basis for the SEEDplus DEC activities:

- 1. Enhance Visibility and Accessibility** to facilitate easier access to the project's resources, encouraging their adoption and adaptation within different contexts and innovation ecosystems.
- 2. Foster Collaboration and Engagement** of a wide array of stakeholders, including industry partners, academic institutions, and innovation hubs to further support, scale, and replicate the project's entrepreneurial education models and initiatives across Europe.
- 3. Drive Policy Influence and Adoption** by showcasing the effectiveness of its approaches in bridging the entrepreneurial gap among youth, SEEDplus aims to inspire policy reforms that prioritize entrepreneurial education and support mechanisms.
- 4. Stimulate Entrepreneurial Activity** through translating SEEDplus outcomes into practical tools, methodologies, and support systems that can directly stimulate entrepreneurial activity among students and young innovators. This includes facilitating access to venture capital, mentorship programs, and enterprise hubs.
- 5. Inspire Replication and Scaling** by communicating successes and lessons learned, SEEDplus intends to serve as a model for other regions and initiatives, demonstrating the viability and impact of its approaches to entrepreneurial education and support.
- 6. Build Synergy with Other EU Initiatives** to maximize impact and use resources efficiently. By leveraging existing communication channels and networks, the project can enhance its visibility, share resources, and further strengthen collaboration across the European innovation landscape.

### 3.2- Target audience

The target audience for the SEEDplus project encompasses a diverse group of stakeholders, each playing a vital role in the ecosystem of entrepreneurial education, innovation, and support. By identifying and engaging these audiences effectively, SEEDplus aims to maximize the impact of its outcomes and foster a conducive environment for nurturing entrepreneurial talent and advancing environmental solutions. The primary audiences include:

#### 1. Students:

- Students of consortium partners
- Students at technical universities in Ukraine, Bulgaria and Norway
- Students from other universities in EU and associated countries, which are a part of the partners' ecosystems, including CloudEARTi Initiative and Academ.city.

#### 2. Universities:

- Academic and non-academic staff of the partner universities
- Universities, participating in the EIT HEI initiative



- Universities, which are a part of the partners' ecosystems, including CloudEARTi Initiative, Academ.City and partners with EIT RM.

### 3. Potential Entrepreneurs:

- Recent graduates of the consortium partners
- Young researchers of the National Academy of Sciences of Ukraine (NASU)
- Academic and non-academic staff of the partner universities

### 4. Local Innovation Ecosystems:

- Incubators and accelerators
- Mentors
- Public funding authorities
- Venture capital firms
- Digital innovation hubs
- Research institutes of the NASU
- Technology Transfer offices

### 5. Other Stakeholders Involved in Entrepreneurial Education and Support:

- Local authorities
- Ministries of education
- Governmental agencies responsible for IP rights protection
- Non-profit organisations, promoting and supporting innovations and entrepreneurship

### 6. Business Partners and Industry Leaders:

- SMEs operating in green and digital sectors
- Business alliances and clusters
- Industry leaders

## 4- Tools and Channels for Dissemination and Communication

To effectively communicate, disseminate, and exploit the SEEDplus project outcomes, a multifaceted approach utilising various channels is essential. Each channel caters to specific segments of the target audience, leveraging the strengths of different platforms to maximise outreach and engagement. Below is a detailed look at each channel and its relevance to the target audiences, including channels for internal communication within the consortium partners.

### 4.1- Internal Communications

Channel	Main task	Comments
<b>Email</b>	Official communication	All the official information should be sent to partners' contact persons via emails. Emails should be also used by the coordinator to inform about consortium meetings and any other bilateral meeting
<b>Google Drive</b>	Project documents	SEEDplus project will use a shared drive to ensure smooth and efficient collaboration of the partners when creating education materials, conducting roadmap research, share and comment other related project documents



<b>Zoom</b>	Video conferences and online seminar	Zoom platform will be used to conduct online and hybrid consortium meetings, deliver online sessions of the Venture Creation Course and Grill the Leader sessions, conduct the National and International Stages of the Startup competition, events of the University Enterprise Hubs
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## 4.2- External Communication

The project will use digital channels to ensure broad communication with its target audiences. Those will include:

### Owned media

- Project website <https://seedplus.cloudearthi.com/>
- Digital ecosystem of the project, based on the resources of the NOSC-UA DIH of the Kyiv Academic University
  - NOSC-UA DIH website [http://cloud-5.bitp.kiev.ua/?page\\_id=2341&lang=en](http://cloud-5.bitp.kiev.ua/?page_id=2341&lang=en)
  - Academ.City website <https://academcity.org.ua/en/projects/grant-projects/SEED-plus/>
  - KAU MOOC platform <https://eduportal.kau.org.ua/course/index.php?categoryid=20>
- Websites and social media of the project partners

	LinkedIn	Facebook	YouTube	X (Twitter)	Instagram
UiT	<a href="https://www.linkedin.com/school/uit-norges-arktiske-universitet">https://www.linkedin.com/school/uit-norges-arktiske-universitet</a>	<a href="https://www.facebook.com/UiTNorgesarktiske">https://www.facebook.com/UiTNorgesarktiske</a>	<a href="https://www.youtube.com/UiTNorgesarktiske">https://www.youtube.com/UiTNorgesarktiske</a>	<a href="https://twitter.com/UiTNorgesarktiske">https://twitter.com/UiTNorgesarktiske</a>	<a href="https://www.instagram.com/uitnorgesarktiske">https://www.instagram.com/uitnorgesarktiske</a>
TUV	<a href="https://www.linkedin.com/in/technical-university-varna-b55a831a6/">https://www.linkedin.com/in/technical-university-varna-b55a831a6/</a>	<a href="https://www.facebook.com/tuvarnainternational/">https://www.facebook.com/tuvarnainternational/</a>	<a href="https://www.youtube.com/channel/UCd6X--9fp-fmBepwDTrfQ">https://www.youtube.com/channel/UCd6X--9fp-fmBepwDTrfQ</a>		
KAU	<a href="https://www.linkedin.com/school/kyiv-academic-university">https://www.linkedin.com/school/kyiv-academic-university</a>	<a href="https://www.facebook.com/academuniver">https://www.facebook.com/academuniver</a>	<a href="https://www.youtube.com/@KyivAcademicUniversity">https://www.youtube.com/@KyivAcademicUniversity</a>		<a href="https://www.instagram.com/academuniversity/">https://www.instagram.com/academuniversity/</a>
G-Force	<a href="https://www.linkedin.com/company/usegforce/mycompany/">https://www.linkedin.com/company/usegforce/mycompany/</a>				
Fasttrack	<a href="https://www.linkedin.com/company/fast-track-vc">https://www.linkedin.com/company/fast-track-vc</a>			<a href="https://twitter.com/fasttrackvc">https://twitter.com/fasttrackvc</a>	
Impact Hub	<a href="https://www.linkedin.com/company/impacthubnetwork/">https://www.linkedin.com/company/impacthubnetwork/</a>	<a href="https://www.facebook.com/ImpactHubNetwork/">https://www.facebook.com/ImpactHubNetwork/</a>			<a href="https://www.instagram.com/impacthubnetwork/">https://www.instagram.com/impacthubnetwork/</a>
EIT RM	<a href="https://www.linkedin.com/company/eit-raw-materials/">https://www.linkedin.com/company/eit-raw-materials/</a>	<a href="https://www.facebook.com/EITRawMaterials">https://www.facebook.com/EITRawMaterials</a>		<a href="https://x.com/EITRawMaterials">https://x.com/EITRawMaterials</a>	<a href="https://www.instagram.com/eitrawmaterials/">https://www.instagram.com/eitrawmaterials/</a>





## Earned media

- Digital channels of the CloudEARTH*i* Ecosystem
  - CloudEARTH*i* Community Hub <http://community.cloudearthi.com/>
  - CloudEARTH*i* MOOC Platform <https://mooc.cloudearthi.com/>
- Digital channels of the EIT HEI Ecosystem
  - Agora Platform <https://agora-eitmanufacturing.eu>
  - EIT HEI Resource Hub [https://resource-hub.eit-hei.eu/log-in/?wppb\\_referer\\_url=https%3A%2F%2Fresource-hub.eit-hei.eu%2F](https://resource-hub.eit-hei.eu/log-in/?wppb_referer_url=https%3A%2F%2Fresource-hub.eit-hei.eu%2F)

## 4.3- Other Communication Channels

The project partners will use other communication and dissemination channels, including events, research papers, newsletters and direct communication with stakeholders. They are described in more detail below:

### CloudEARTH*i* Annual Conference

**Target Audience:** Academics, policymakers, and university administration.

**Strengths:** Provides a formal platform for presenting detailed project outcomes, facilitating discussions, and networking with key stakeholders in the academic and policy-making spheres.

<https://conference.cloudearthi.com/>

### Attendance at Various Conferences

**Target Audience:** Academics, industry professionals, policymakers, and entrepreneurs.

**Strengths:** Facilitates direct engagement with a diverse audience, providing opportunities for networking, collaboration, and feedback. Conferences serve as a dynamic platform for presenting SEEDplus outcomes, learning from others in the field, and staying abreast of the latest trends and innovations.

### Scientific Publications and Reports

**Target Audience:** Academics, researchers, policymakers.

**Strengths:** Provide a formal, peer-reviewed platform for sharing in-depth research findings, methodologies, and analyses. They contribute to the body of knowledge in entrepreneurial education and innovation, enhancing the project's credibility and academic impact.

### Webinars and Online Workshops

**Target Audience:** Students, academics, potential entrepreneurs, industry professionals, and the general public.

**Strengths:** Provide interactive platforms for engagement, education, and dissemination of project outcomes in real-time. They are accessible to a global audience, overcoming geographical barriers.



## Newsletters

**Target Audience:** Subscribed members including all target audiences.

**Strengths:** Allows for regular, direct communication with stakeholders who have expressed explicit interest in the project. Newsletters can provide updates, insights, and valuable resources directly to subscribers' inboxes.

## Collaborations with Influencers and Thought Leaders

**Target Audience:** Broad, depending on the influencer's audience.

**Strengths:** Leverages the credibility and reach of respected figures in the entrepreneurship and environmental sectors to amplify the project's message. This can enhance engagement through endorsement and personal testimonies.

## Personal and Direct Communication with Key Stakeholders

**Target Audience:** University administrators, industry leaders, venture capitalists, and policymakers.

**Strengths:** Allows for tailored, specific outreach that can directly address the interests and concerns of key stakeholders. This personalized approach can foster stronger relationships, facilitate cooperation, and secure commitments for support or collaboration.

By leveraging a diverse array of communication channels, SEEDplus enhances its outreach, ensuring broad and impactful engagement with target audiences. This approach fosters a dynamic ecosystem that supports entrepreneurial education, innovation, and collaboration across Europe. The strategic mix of digital platforms, personal interactions, and scientific outputs is tailored to meet both the project's goals and the needs of its stakeholders.

Scientific publications and reports contribute to SEEDplus's academic credibility, while participation in conferences and direct engagement with key stakeholders expand the project's visibility and build crucial partnerships. This multifaceted approach not only broadens SEEDplus's reach but also deepens its influence across sectors, providing a robust platform for promoting its innovative outcomes.

Through this comprehensive strategy, SEEDplus nurtures an environment where young entrepreneurs can thrive, backed by enhanced visibility, strong partnerships, and a network that drives sustainable innovation. This holistic approach ensures that SEEDplus is positioned to maximize its impact and contribute to the broader entrepreneurial landscape in Europe.

## 5- Key Performance Indicators

Key Performance Indicators (KPIs) are defined to evaluate the quality of the projects' communication efforts, as the following:

	Description	KPIs
Website visits	SEEDplus website analytics	min. 1500 unique visitors / yearly
Social Media Outreach	Partners' social media analytics: Followers - total	Facebook: 100 followers by M6, 700 by M27



	numbers for partners' SM channels will be tracked	Instagram: 30 followers by M6, 200 by M27 LinkedIn: 100 followers by M6, 700 by M27 YouTube: 2000 views of digital content by M27
Social Media engagements	Partners' social media analytics: Reactions, comments, shares, and clicks, related to the SEEDplus communication activities will be tracked	Total of 1000 engagements across platforms

The results of the communication will be periodically monitored and measured against KPIs set by the project.

## 6- Information and Results to be Disseminated and Communicated

The SEEDplus project is dedicated to disseminating a wide range of vital information, educational resources, best practices, and outcomes that are crucial for nurturing entrepreneurial talents and driving innovation. This comprehensive suite of resources is meticulously designed to empower students, educators, and the broader entrepreneurial ecosystem.

The following table covers the recommended content to be communicated and disseminated:

Content-Type	Objectives	Channel	Frequency
Press releases on action launch	Informing about project start, launching key activities (e.g. Venture Creation Course and Startup Competition)	Owned media	6 (Twice - before and after each action)
Promo of the VCC	Recruiting students for the VCC	Owned media, in-class presentations, partner announcements	Weekly, starting one month before the start date
VCC newsletters	Keeping students updated about tasks and next steps	Emails	Weekly, a couple of days prior to the next meeting
VCC session reminders	Reminding students about upcoming sessions	Emails	Weekly, one day before each session
Promo of the Startup Competition (National Stage)	Informing VCC students and recruiting more teams for the competition	Owned media, in-class presentations, partner announcements	Weekly, starting one month before the start date



Startup competition newsletters (International Stage)	Informing teams about requirements, agenda, and competition details	Emails	Weekly, starting two months before the competition
Conference papers (abstracts/articles)	Informing the academic community and stakeholders about research results on Entrepreneurial Universities' Roadmap	Conferences (in-person and digests)	5
Academic paper (articles)	Publishing the concept and methodology for cross-university cooperation framework	Academic journal	1
Press releases on events attended	Informing public and universities' ecosystems about partners' networking and raising awareness	Owned media	4
University Enterprise Hubs' events announcements	Recruiting participants for events	Owned media, partner announcements	10
Press releases on University Enterprise Hubs' events	Raising awareness about partners' activities through the general public and universities' ecosystems	Owned media	10
Interviews	Raising awareness about the challenges of entrepreneurial education and venture creation support	Owned media	3

## 7- Key Exploitable Result

The table below outlines the key exploitable result:

Key Exploitable Result (KER)	Objectives	Channel
University Transformation Roadmaps	<ul style="list-style-type: none"> <li>Share the results of the entrepreneurial education research</li> <li>Showcase best practices of entrepreneurship support within university innovation ecosystems</li> </ul>	Free access online on the SEEDplus website



Key Exploitable Result (KER)	Objectives	Channel
	<ul style="list-style-type: none"> <li>• Present a clear roadmap for transforming technical universities into entrepreneurial ones</li> </ul>	
Online VCC	<ul style="list-style-type: none"> <li>• Inspire students with a technical background to consider entrepreneurial career paths</li> <li>• Provide a better understanding of business concepts to students and researchers for more efficient technology transfer (TT) processes</li> <li>• Make the course sustainable and ready to be used within the education process</li> </ul>	<p>Free access online and on KAU MOOC platform</p> <p>Material free to be used by other universities</p>
Grill the Leader sessions - Recording	<ul style="list-style-type: none"> <li>• Inspire students with a technical background to consider entrepreneurial career paths</li> <li>• Showcase success stories and real examples to provide students with a better understanding of business concepts and processes</li> </ul>	<p>Free access online (YouTube of Academ.city Media, YouTube of CloudEARTH<i>i</i>)</p>
International Enterprise Hub Partnership	<ul style="list-style-type: none"> <li>• Share the framework for cooperation developed by the consortium for use by other universities</li> <li>• Encourage others to join the partnership created by SEEDplus</li> </ul>	<p>Agreement available online on SEEDplus website, free to join by approval (UiT, TUV, KAU)</p>
Whitepaper: Setting up University Seed Funds	<ul style="list-style-type: none"> <li>• Provide clear recommendations and implementation plans at the university and policy levels for setting up university-owned venture capital (VC) funds</li> <li>• Provide consultations on the issue by project partners</li> </ul>	<p>Free access on the SEEDplus website</p>

### Significance of These Outcomes:

The dissemination of these diverse resources plays a pivotal role in enhancing entrepreneurial skills and activities among students. By providing access to tailored educational content, SEEDplus equips students with the necessary tools and knowledge to navigate the complexities of launching and sustaining startups. The emphasis on experiential learning ensures that theoretical knowledge is complemented by practical application, preparing students for real-world challenges.

Furthermore, the sharing of research findings and innovations not only enriches the academic landscape but also propels forward-thinking solutions to pressing environmental issues. In doing so, SEEDplus fosters a generation of entrepreneurs who are not only skilled but also mission-driven, aligning their ventures with broader societal and environmental objectives.



The best practices and policy recommendations formulated through SEEDplus's work offer valuable insights for academic institutions and policymakers alike, advocating for enhanced support systems and more effective entrepreneurial education frameworks. This, in turn, contributes to a more fertile environment for young entrepreneurs, facilitating the growth of vibrant, sustainable innovation ecosystems.

Lastly, the success stories and testimonials serve as powerful motivators, demonstrating the tangible benefits of engaging with SEEDplus's programs. These narratives foster a sense of community and shared purpose, encouraging more students to explore entrepreneurial paths and contribute to a dynamic and innovative future.

## 8- Implementation of the Communication Plan

### 8.1- Roles of the team members

The SEEDplus communication plan embodies a comprehensive and inclusive approach, actively encouraging all research team members to engage in the dissemination, communication, and promotion of project news. This initiative is not limited to institutional channels but extends to personal social media platforms, fostering a collective effort to expand the SEEDplus community's reach and influence.

Key to this strategy is the recognition of each team member's unique position and network. By leveraging their institutional and personal channels, team members can significantly amplify the project's visibility. This involves regular posting and reposting of project updates, achievements, and insights. Such actions not only enhance the project's digital footprint but also personalize the communication, making it more relatable and engaging to a wider audience.

The roles assigned to research team members in the communication plan are dynamic and multifaceted. Team members are tasked with:

**Creating Content:** Generating insightful and compelling content that highlights the project's progress, successes, and impacts. This could range from blog posts and articles to videos and infographics.

**Engagement:** Actively engaging with their networks by sharing project-related content, participating in discussions, and fostering conversations around the themes of SEEDplus.

**Feedback Collection:** Utilizing their platforms to gather feedback, insights, and suggestions from their audience, thereby creating a two-way communication channel that benefits the project's continuous improvement.

Moreover, the communication plan emphasizes that outreach and engagement are continuous processes that extend beyond the lifespan of the project. This enduring commitment ensures that the momentum built during the project's implementation is not only maintained but also grows after the project's conclusion. Such sustained communication efforts are crucial for maximizing the long-term impact of SEEDplus, embedding its outcomes and learnings into the broader discourse on entrepreneurship and innovation well beyond the project's funding period.

### 8.2- Sustainability of Project Impact Beyond the Project End

To ensure the sustainability of SEEDplus's impact beyond the project's conclusion, a strategic decision was made to utilize the existing social media channels of partner institutions, including



Academy.City and the CloudEARTH initiative. By leveraging these established platforms, SEEDplus can build on the existing momentum and reach a broader audience.

This approach ensures that the project's communication efforts continue seamlessly after its official end, as these partner institutions have committed to supporting the SEEDplus project financially through their communication channels. This will help maintain visibility, outreach, and engagement with stakeholders, ensuring long-term impact and dissemination of the project's results.

### 8.3- Communication Schedule

Suggested content will be created throughout the project and the consortium will ensure its regular publication across digital platforms. Partners will also attend conferences and submit publications of research results on entrepreneurial education and venture support. The preliminary communication schedule is presented in the table below. It will be revised on a regular basis to adjust communication to the defined KPIs of students' and other stakeholders' engagement.

Action	2023			2024				2025		
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Website creation/major update	x			x		x		x		x
Press releases	x					x	x	x		x
Social Media posting (LinkedIn, FB/Instagram, Twitter)	x	x	x	x	x	x	x	x	x	x
Newsletters			x		x		x		x	
Promo of Venture Creation Course (VCC)		x	x	x						
VCC Newsletters/ email communication			x	x	x	x	x			
VCC Session Reminders			x	x	x					
Promo of Startup Competition (National Stage)			x	x	x	x				
Startup Competition Newsletters (International)						x	x			
Conference Papers (articles)			x	x			x	x	x	
University Enterprise Hubs' Events Announcements						x	x	x	x	
Press releases on University Enterprise Hub Events							x		x	
Interviews							x		x	
Grill the Leader Sessions - Recordings				x	x					
Submission of academic paper								x		



Whitepapers										x	
SEEDplus closing conference/workshop											x

## 9- Communication Guidelines and Compliance Rules

In the effort to maintain a cohesive and professional communication strategy for the SEEDplus project, certain guidelines and compliance rules have been established to ensure consistency and adherence to funding and partnership agreements. These rules apply across all forms of communication, including the project website, reports, social media posts, and any other promotional or informational materials. Adherence to these guidelines is crucial to uphold the integrity of the project and its relationships with the European Union, funding agencies, partner institutions, and the broader public.

### 9.1 - SEEDplus logo

The SEEDplus logo was designed to attract the attention of the audience and reflect the main idea of entrepreneurship and innovation - to stand out in the very competitive landscape. Therefore the red and black colours were used. The contrast between the bold black "SEED" and the vibrant red "plus" highlights the dual focus of the project: stability and innovation. Black conveys professionalism and seriousness, while red suggests energy, action, and dynamism, which is often associated with entrepreneurship.



*Fig. 1. SEEDplus logo*



*Fig. 2 SEEDplus logo with text*

### 9.2- Logo Usage and Acknowledgment Statements

**1. EU Logos:** In recognition of the support and funding provided by the European Union must be prominently displayed on all project-related materials. This visual acknowledgment is a mandatory requirement that signifies the project's official connection and support from these esteemed bodies.







**Note:** *It is NOT allowed to use the EISMEA logo which contains the branding features of the EU Commission*

**2. Funding Acknowledgment Statement:** Alongside the logos, a specific statement must be included: "Funded by the EU". This concise acknowledgment serves to clearly attribute the source of financial support, ensuring transparency and compliance with funding requirements.

**3. Disclaimer Statement:** To clarify the scope of responsibility regarding the content disseminated through project channels, the following disclaimer should be included on the project website and applicable communications: "*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.*" This statement is essential to maintain a clear distinction between project opinions and the official positions of the EU, EISMEA, and other associated entities.

**4. Partner Institutions:** Wherever possible, the logos of partner institutions involved in the SEEDplus project, should be displayed. This not only recognizes the contributions of each partner but also fosters a sense of unity and collaboration essential to the project's identity.

### 9.3- Social Media Communication

**1. Tagging Requirements:** When disseminating information through social media platforms, it is important to tag the EU, EISMEA, partner institutions, and the CloudeARTH*i* initiative within the constraints of character limits. This practice enhances visibility, encourages engagement from these entities, and fosters a broader reach to the respective audiences of each tagged institution.

**2. #SEEDplus Hashtag Usage:** Partner institutions are required to include the project hashtag "#SEEDplus" in all posts related to the project across social media platforms. This ensures consistent branding and increases the project's visibility.

**3. Content Compliance:** All social media posts and communications must adhere to the principles of professionalism, accuracy, and respect. Content should be crafted to reflect the project's values and objectives, avoiding any misrepresentation or content that could be construed as derogatory or divisive.

By following these guidelines and compliance rules, SEEDplus ensures that its communications are not only consistent and professional but also reflective of the collaborative spirit and support system that underpins the project. These practices contribute to building trust, enhancing visibility, and fostering positive relationships with stakeholders, partners, and the public at large.

## 10- Gender Dimension and Inclusive Communication

In the SEEDplus project, all forms of communication, dissemination, and reporting—including posts, website blogs, reports, deliverables, and emails—must be developed with a strong emphasis on gender sensitivity and inclusivity. This approach ensures that the language used across all platforms reflects diversity and equality, taking into account not only gender balance but also the inclusivity of underrepresented groups, including people from minority backgrounds, diverse religions, and those who are often marginalized in entrepreneurial and academic ecosystems.

Gender sensitivity goes beyond addressing women's participation; it includes recognizing and addressing the specific challenges faced by all individuals who may experience barriers due to



their gender, ethnicity, cultural background, or religion. It is essential that SEEDplus communicates in a way that is welcoming, respectful, and reflective of the diversity within the target audience, ensuring that no group is inadvertently excluded or misrepresented.

The responsibility for maintaining gender-sensitive and inclusive communication is shared across the consortium. While the project coordinator will review and approve major reports, deliverables, and website posts to ensure they adhere to these standards, the day-to-day management of social media content and minor posts is a shared responsibility among all partners. Each partner is tasked with ensuring that their communication aligns with the project's commitment to diversity and inclusion before publication.

Additionally, the responsibility of ensuring gender-sensitive communication extends to all members of the consortium. It is the duty of every partner to review and ensure that the documents they prepare meet these standards before submitting them for approval. This collaborative effort within the consortium ensures that SEEDplus consistently promotes inclusivity and gender equality in its external and internal communications, reinforcing its commitment to creating an equitable and accessible entrepreneurial environment for all stakeholders.

The SEEDplus project coordinator, or at least two consortium partners, has the authority to request the immediate removal of any social media posts or communications that do not align with the project's guidelines for gender sensitivity, inclusivity, or any other established regulations. This measure ensures that all communication maintains the project's commitment to respectful, inclusive, and compliant messaging. Any content found in violation of these principles will be subject to prompt review and action to safeguard the integrity of the project's public image and communication standards.

## 11- Conclusion

The SEEDplus communication strategy plays a central role in advancing the project's objectives of fostering entrepreneurship and innovation across Europe. The defined objectives, target groups, DEC messages and channels will allow consortium partners to keep the communication process aligned and systematic.

However, the SEEDplus DEC plan is a living document, continuously updated to reflect the project's evolving goals and external environment. The DEC elements will be revised while working on specific project tasks to ensure the highest efficiency and effectiveness of the DEC actions. Plan's update is expected to be submitted to the EU by June 2025, to ensure it aligns with evolving trends and project objectives.