



Annual report on the activities performed in the EmpoWomen Programme

Deliverable 4.2. Report on D&C Activities

Prepared by: TechUkraine

Description

Dissemination, Communication, and Networking Activities for the EmpoWomen Programme
(November 2023 – November 2024)



**Funded by
the European Union**

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101120693.

This document reflects only the author's view, and the EU Commission is not responsible for any use that may be made of the information it contains.





Project Title	Acceleration programme empowering women-led deep tech startups in widening area countries
Project Acronym	EmpoWomen
Grant Agreement No	101120693
Type of action	HORIZON-CSA
Topic	HORIZON-EIC-2022-STARTUPEU-01
Start Date of Project	1 November 2023
Duration of Project	24 months

Name of the Deliverable	Annual report on D&C activities
Number of the Deliverable	D.4.2
Related WP Number and Name	WP4 – D&C Plan
Related Task Number and Name	Task 4.2. Dissemination and Communication Activities
Deliverable Dissemination Level	PU – Public
Deliverable Due Date	Month 13 – November 2024
Deliverable Submission Date	30 November 2024
Task Leader/Main Author	Tatiana Skydan (TechUA)
Reviewer(s)	SPLORO





History of changes

Version	Date	Responsible organization	Comments
v1.0	8.11. 2024	TechUA	Initial draft version
v2.0	11.11.2024	TechUA	Second draft version
v3.0	15.11.2024	TechUA	Third draft version
v.4.0	26.11.2024	TechUA	Fourth draft version
v.5.0	29.11.2024	TechUA	Final version

Disclaimer:



Funded by the Horizon Europe Programme of the European Union under Grant Agreement number 101120693. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.



Table of Contents

History of changes	2
Table of Contents	3
List of Tables	5
List of Figures	6
Abbreviations	6
About the EmpoWomen Programme	7
1. Executive Summary	8
2. Dissemination and Communication Tasks & Objectives	10
3. Promotional Strategy for Dissemination and Communication	13
4. Dissemination	16
4.1. Dissemination Activities of the 1st Open Call	17
4.1.1. Consortium Meetings	18
4.1.2. Self-Organized Events	22
Offline-events	22
Webinars	26
4.1.3. EU-Clustering Activities	27
4.2. Ongoing Dissemination Activities	28
5. Communication	28
5.1. Communication Activities of the 1st Open Call	31
5.1.1. Website	32
5.1.2. EmpoWomen's Social Media	36
Twitter (X)	37
Facebook	39
LinkedIn	42
5.1.3. LinkedIn Analytics	43
5.1.4. Consortium Partners' Social Media	52
5.1.5. Associated Partners' Social Media	53
5.1.5. Press Releases	55
5.1.6. Newsletter	60
5.2. Media Clippings & Ongoing Communication Activities	67
6. Dissemination Material and Content Developed	70
6.1. Visuals	71
6.2. Videos	76
6.3. Podcasts	77
6.4. Presentations	93
6.5. Printed materials	94





7. KPIs Overview	98
8. Next Steps: Progress in the Exploitation of the Results	99
9. Conclusions	101
Annex 1 - EmpoWomen's LinkedIn: Detailed Analytics in M1-M12	102
Annex 2 - Social Media Activities by Consortium Partners	110
Startup Wise Guys	
Business Angels Europe	110
Sploro	112
TechUkraine	114
	118

List of Tables

Table 1. Key Messages & Content Examples
Table 2. Events Participation
Table 3. Self-Organized Events
Table 4. Webinars
Table 5. EmpoWomen's LinkedIn follower demographics
Table 6. EmpoWomen's LinkedIn visitor demographics - Job function
Table 7. EmpoWomen's LinkedIn visitor demographics - Seniority of position
Table 8. EmpoWomen's LinkedIn visitor demographics - Industries presence
Table 9. Activities by the Associated Partners
Table 10. Activities by the Associated Partners
Table 11. KPIs target and value in M6 and M12
Table 12. EmpoWomen's LinkedIn: Detailed Analytics in M1-M12

List of Figures

Figure 1. Photo: Kick-off of the EmpoWomen Programme in Pamplona on November 20 and 21, 2023
Figure 2. Photo: Kick-off of the EmpoWomen Programme in Pamplona on November 20 and 21, 2023
Figure 3. Photo: Kick-off of the EmpoWomen Programme in Pamplona on November 20 and 21, 2023
Figure 4. Photo: EmpoWomen's 1st cohort & Sploro's side-event at Podim Conference in Maribor, Slovenia, May 2024
Figure 5. Photo: SPLORO's event "Exploring Horizons" in Navarra, Spain, on September 13, 2024
Figure 6. Photo: DemoDay of the 1st EmpoWomen's cohort at SLUSH, November 19, 2024
Figure 7. Traffic at the EmpoWomen website in M1-M4
Figure 8. Active users and Impressions at EmpoWomen website in M1-M12
Figure 9. Geography of users at EmpoWomen website in M1-M12
Figure 10. Sources of traffic at EmpoWomen website in M1-M12





- Figure 11. Content for EmpoWomen's Twitter (X)
- Figure 12. EmpoWomen's Facebook Analytics
- Figure 13. Top performer post at EmpoWomen's Facebook post
- Figure 14. Estimated audience size at EmpoWomen's Facebook
- Figure 15. EmpoWomen's LinkedIn Metrics
- Figure 16. EmpoWomen's press release #1
- Figure 17. EmpoWomen's press release #2
- Figure 18. EmpoWomen's press release #3
- Figure 19. EmpoWomen's press release #4
- Figure 20. EmpoWomen's press release #5
- Figure 21. EmpoWomen Newsletter #1
- Figure 22. EmpoWomen Newsletter #1 performance
- Figure 23. EmpoWomen Newsletter #2
- Figure 24. EmpoWomen Newsletter #2 performance
- Figure 25. EmpoWomen Newsletter #3
- Figure 26. EmpoWomen Newsletter #3 performance
- Figure 27. Visual with infographics
- Figure 28. Online banner
- Figure 29. Rollup banner
- Figure 30. Social media visuals
- Figure 31. EmpoWomen podcast. Episode #1
- Figure 32. EmpoWomen podcast. Episode #2
- Figure 33. EmpoWomen podcast. Episode #3
- Figure 34. EmpoWomen podcast. Episode #4
- Figure 35. EmpoWomen podcast. Episode #5
- Figure 36. EmpoWomen podcast. Episode #6
- Figure 37. EmpoWomen podcast. Episode #7
- Figure 38. EmpoWomen podcast. Episode #8
- Figure 39. EmpoWomen podcast. Episode #9
- Figure 40. EmpoWomen podcast. Episode #10
- Figure 41. EmpoWomen podcast. Episode #11
- Figure 42. EmpoWomen podcast analytics 1
- Figure 43. EmpoWomen podcast analytics 2
- Figure 44. Top episodes of the EmpoWomen podcast
- Figure 45. EmpoWomen presentation template
- Figure 46. EmpoWomen presentation for partners and startup communities
- Figure 47. EmpoWomen flyer





Abbreviations

BAE	Business Angels Europe
D	Deliverable
D&C	Dissemination & Communication
EU	European Union
KPI	Key Performance Indicators
No	Number
M	Month
R	Document, Report
SWG	Startup Wise Guys
T	Task
TU	TechUkraine / TechUA
WP	Work Package





About the EmpoWomen Programme

EmpoWomen originated to overcome barriers in digital and deep tech innovations led by women, aiming to enhance equality in the deep tech entrepreneurship sector. The goal is to establish an innovation loop that fosters collaboration among diverse European ecosystems and introduces a distinctive programme dedicated to scaling up women-led companies in the expanding geographical region.

The project runs two open calls for proposals to discover and attract digital and deep tech startups led by women. The open calls aim to collect more than +150 applications, of which 25 of them will be selected to join the programme. The selection process will go through a well-tested four-step scouting methodology (Scout - Contact - Analyse - Engage) to facilitate the engagement of the startup teams.

The EmpoWomen programme was specifically designed to generate a network of women among tech founders and support them in building internationally sustainable companies. Overall, selected startups will have access to an all-in-one programme combining 1) equity-free funding; 2) acceleration services; and 3) vouchers, totaling 1.125.000 euros.

The project EmpoWomen is being managed by the internal consortium, spearheaded by Sploro. As a leader in cascade funding management, Sploro's founders have actively contributed to the Women TechEU initiative, attracting numerous organizations towards this idea. TechUkraine, a platform focused on supporting Ukraine's tech ecosystem, plays a crucial role in connecting with European ecosystems to rebuild their national ecosystem in the aftermath of war, as well as executes its key function - spreading important messages, both





related to national objectives and also the pan-European ones. BAE, the principal federation of associations of business angels in Europe, has members such as business angels working in a widening area of countries. Additionally, Startup Wise Guys (SWG), a highly active startup investor and accelerator in Europe agreed to run acceleration for the selected startups. They have conducted 64 pre-accelerator programs, engaging over 1,150 participants and co-investing with prominent Venture Capital firms like Presto Ventures, Speedinvest, Trind vc, and Specialist VC (formerly United Angels VC), among others.

Furthermore, the consortium has pledged to collaborate with various national associations in the widening area countries, offering access to their networks. This commitment aims to facilitate the dissemination and engagement of deep tech ventures in specific widening areas such as Latvia, Slovakia, the Canary Islands in Spain, Georgia, Croatia, Tunisia, Moldova, and Bulgaria.

1. Executive Summary

Deliverable 4.2, titled Annual Report on D&C Activities, provides a comprehensive overview of the communication and dissemination strategy implemented within the first year of the EmpoWomen Project. It details the methodologies and tools the consortium and associated partners have employed to effectively promote and communicate their activities throughout the year.

The structure of Deliverable 4.2 begins with an Executive Summary that provides a concise overview of the document, highlighting key aspects of the communication and dissemination strategy implemented within the EmpoWomen Project. This is followed by a detailed description of Dissemination and Communication Tasks & Objectives, outlining the specific roles and aims for each activity undertaken to achieve project goals.

The report then introduces the Promotional Strategy for Dissemination and Communication, which discusses the approach used to effectively spread information about the project, focusing on both the overarching strategy and specific tactics aimed at target audiences.





In the Dissemination Activities section, various dissemination efforts are categorized and described. This includes activities related to the 1st Open Call, participation in Conferences, Consortium Meetings, Self-Organized Events, and EU-clustering activities that strengthen collaboration within the EU community.

The document also dedicates a section to Communication Activities, covering a range of channels and approaches. It discusses the Communication Activities of the 1st Open Call, along with a comprehensive overview of the project's Website and Social Media Presence, including platforms like Twitter (X), Facebook, and LinkedIn. Additionally, it details Consortium Partners' Social Media efforts, Social Media Analytics, Press Releases, and the Newsletter, all crucial for maintaining engagement and visibility.

Further, the report provides an overview of the Dissemination Material and Content Developed. This includes Visuals, Videos, Podcasts, Presentations, and Printed Materials created to support communication efforts and visually represent the project's objectives and achievements.

An analysis of KPIs follows, offering insights into the Key Performance Indicators that help evaluate the effectiveness of the dissemination and communication activities. This leads to a discussion on the Next Steps, which examines the project's progress and plans for the future exploitation of results, ensuring continuity and long-term impact.

The report concludes with a summary in the Conclusions section, encapsulating key takeaways and recommendations. Annexes are included, providing detailed documentation of the project's activities on LinkedIn and Social Media efforts of Consortium Partners offering additional transparency and insight into their contributions.

Funded by the European Union, this deliverable reflects solely the views of the author(s) and does not represent the European Union or the Horizon Europe Programme. The European Union and the granting authority disclaim responsibility for its content.



2. Dissemination and Communication Tasks & Objectives

Over the period between November 2023 and November 2024, the dissemination and communication activities within the EmpoWomen Programme have focused on executing a robust strategy to increase visibility, attract qualified participants, and establish a strong foundation for partnerships and sustainable impact within the deep-tech startup ecosystem. These tasks have been integral in promoting the project's core objectives and strengthening its position as a catalyst for women-led innovation in the widening area. Below are the key tasks and objectives achieved in line with the programme's mission:

Raising Awareness

A coordinated communication campaign was launched to inform the public about the EmpoWomen Programme and its open call for applications. Through targeted outreach across digital platforms, webinars, and newsletters, we effectively raised awareness about the initiative's goals, highlighting its role in empowering women entrepreneurs in the deep-tech sector. The dissemination of informational materials and regular updates ensured that key stakeholders remained informed and engaged.

Attracting Applicants

To foster engagement from women-led deep-tech startups, particularly from widening-area countries, a dedicated campaign was undertaken to encourage active participation. This included direct outreach to relevant networks, partnership with local incubators and accelerators, and strategic engagement on social media channels. The communication team prioritized clear and accessible messaging to attract diverse applicants with innovative ideas and solutions.

Building Credibility

Establishing EmpoWomen as a trusted initiative was crucial to attracting both participants and support. Through collaboration with reputable partners such as Sploro, TechUkraine, Startup Wise Guys, and Business Angels Europe, the programme reinforced its credibility and visibility within the deep-tech and startup communities. By emphasizing the expertise and backing of these





organizations, the initiative successfully positioned itself as a valuable resource for women-led startups.

Promoting Diversity

An essential objective was to advocate for the importance of diversity in deep-tech. Through blog posts, case studies, and panel discussions, we highlighted the unique strengths and perspectives that women bring to the industry. By showcasing success stories of women-led startups, the programme demonstrated the transformative potential of diversity and gender inclusion in driving innovation and economic growth.

Building a Solid Network

Networking events, roundtable discussions, and cross-sector meetups were organized to foster connections between participants, investors, corporates, and mentors. The programme established itself as a thought leader and central networking hub, building a collaborative environment for female founders, industry experts, and potential business partners. The EmpoWomen Programme successfully facilitated numerous partnerships and collaborations, strengthening its position within the deep-tech ecosystem.

Strengthening Partnerships

Regular updates and reports were shared with EU organizations and other stakeholders to inform them of collaboration opportunities within the EmpoWomen framework. These efforts were designed to foster synergies with other initiatives promoting women's entrepreneurship across Europe. By positioning EmpoWomen as an effective partner, we expanded the programme's influence and built meaningful partnerships aligned with its objectives.

Exploiting Results

Finally, we sought to ensure the long-term impact of EmpoWomen's outcomes by creating sustainable links with national and regional authorities, as well as private investors and capital providers. These connections were cultivated to leverage the programme's achievements and extend support for women-led deep-tech ventures beyond the project's duration. The groundwork





for sustainable interest and demand in women-driven innovation has been laid, ensuring ongoing support and resources for future projects.

In summary, the dissemination and communication tasks over this period have not only expanded the reach and awareness of the EmpoWomen Programme but also established it as a respected and valuable initiative within the deep-tech sector. The achieved objectives underscore the programme's ongoing commitment to fostering an inclusive, supportive environment for women entrepreneurs in technology and securing its role as a thought leader and advocate for diversity in the startup ecosystem.

3. Promotional Strategy for Dissemination and Communication

To ensure the success of the EmpoWomen project's Open Call, a comprehensive promotional strategy with multi-channel engagement was implemented focusing on reaching a diverse and extensive audience of women-led deep-tech startups across widening-area ecosystems. The strategy was designed to maximize visibility and participation through a multi-faceted approach.

Target Audience

Five main target audiences were identified:

1. Female entrepreneurs and women-led startups
2. Startup support ecosystems & Investors, including incubators, accelerators, business support organizations, business angels, venture capitalists, and corporate VCs.
3. Innovation & Startup Ecosystems, including startup associations and startup networks in widening areas.
4. Policymakers & Society, including innovation ministries, digital agencies, entrepreneurship initiatives by the European Commission, and European society as a whole.
5. Tech Media, including tech journalists and editors of media outlets covering news in the field of technologies, innovations, and entrepreneurship.





Tailored Messages

Messages were crafted to resonate with the specific needs and interests of each target audience:

Table 1. Key Messages & Content Examples

Message Example	Content Example
Empower Women in Deep Tech	<i>Are you a woman in the deep-tech sector looking for support and opportunities? EmpoWomen is here to help you break through barriers. With equity-free funding, specialist training, and direct connections with top investors, we're committed to fostering equality and innovation in deep-tech entrepreneurship. Join us and take your startup to the next level!</i>
Exclusive Support.	<i>Are you a woman in the deep-tech sector looking for support and opportunities? EmpoWomen is here to help you break through barriers. With equity-free funding, specialist training, and direct connections with top investors, we're committed to fostering equality and innovation in deep-tech entrepreneurship. Join us and take your startup to the next level!</i>
Exclusive Support	<i>"EmpoWomen is offering something unique for women-led startups in the deep-tech sector: equity-free funding, specialized training, and direct investor connections. We provide the resources and network to help these startups thrive. Join us in supporting the next wave of innovation."</i>
Global Impact	<i>"EmpoWomen is making a global impact by empowering women-led companies in the deep-tech sector. Our support helps these companies lead and innovate, contributing significantly to the growth of the startup ecosystem in Europe and beyond."</i>
Strategic Partnerships	<i>"EmpoWomen is strengthened by partnerships with key organizations like Sploro, TechUkraine, Startup Wise Guys, and Business Angels Europe. Funded by the European Union, this initiative is set to transform the innovation landscape."</i>
Empower Women in Deep Tech	<i>"EmpoWomen is dedicated to fostering equality in the deep-tech sector by addressing the unique barriers women face in R&D&I. Support our initiative to drive social change and innovation through empowered female entrepreneurs."</i>





Leveraging Consortium Networks & National Contact Points

The consortium partners, including Sploro, TechUkraine, Business Angels Europe, and Startup Wise Guys actively contributed to promoting EmpoWomen's mission, reaching the intended target groups. Leveraging pre-existing channels, the consortium capitalized on a substantial social media following across LinkedIn (+67,600), Twitter (+13,000), Facebook (+67,000), and Instagram (+6,000), pushing project messaging to engaged audiences. These established channels amplified awareness and engagement, effectively reaching beneficiaries in widening-area countries.

Also, partners utilized their extensive networks and influence within the startup ecosystem to amplify the reach of the 1st Open Call.

National startup associations such as Startin Latvia, SAPIE (Slovakia), ASOCIACION CANARIA DE STARTUPS, National Startup Association of Georgia, CRO STARTUP, Startup Tunisia Smart Capital, Startup Moldova, and BESCO (Bulgaria) supported in promoting the open call within their respective regions. National Contact Points (NCPs) are instrumental in localizing the promotional efforts. They were facilitating that the Open Call reached the intended audience in eligible countries.

Visiting Tech Events and Conferences

Participation of consortium partners in relevant industry events, conferences, and startup meetups to promote the Open Calls and engage potential applicants. These events facilitated networking, provided visibility, and shared updates of the programme, success stories, and insights directly with the target audience.

Online Activities

Interactive online webinars and info days were organized to provide potential applicants with detailed information about the application process, eligibility criteria, and benefits of the programme. These sessions also included Q&A segments to address any queries from the participants.





Media Outreach & Content Marketing

A series of press-releases, informative publications, articles, blog posts with compelling visuals, and podcast episodes were produced and published to raise awareness about the programme and its objectives. These pieces were designed to educate potential applicants about the deep-tech sector's opportunities, to announce the Open Calls and highlight the programme's benefits. Social media channels such as LinkedIn, Twitter (X), and Facebook shared stories, achievements, and insights, reaching a growing online community. Additionally, targeted newsletters were sent to potential applicants and stakeholders, keeping the community informed and engaged.

4. Dissemination

4.1. Dissemination Activities of the 1st Open Call

The first Open Call for the EmpoWomen Programme, held from January 8 to March 8, 2024, represented a pivotal step in attracting women-led deep-tech startups from widening-area countries. During this period, the programme prioritized outreach and communication efforts to ensure widespread visibility and engagement from qualified applicants. The following dissemination activities were executed to maximize awareness, encourage participation, and guide potential applicants through the registration process:

1. Conferences
2. Consortium Meetings
3. Self-Organized Events
4. EU-clustering Activities

4.1.1. Conferences

Throughout the Open Call period, EmpoWomen representatives participated in industry conferences, including prominent tech and innovation events, to promote the programme directly to target audiences. These conferences allowed the team to engage with stakeholders in the





deep-tech ecosystem, including female entrepreneurs, potential investors, and support networks. Through presentations, panel discussions, and networking sessions, EmpoWomen representatives raised awareness about the Open Call and highlighted the unique opportunities the programme offers to women-led deep-tech startups.

Table 2. Events Participation

Event	Date	Location	Purpose	Partner
WebSummit 2023	Nov 2023	Lisbon, Portugal	Startups Scouting	SPLORO
Mobile World Congress in Barcelona / 4Y4N	Feb 2024	Barcelona, Spain	Startups Scouting	SPLORO, SWG
EIC Summit 2024	March 2024	Brussels, Belgium	Project Dissemination	SPLORO

For dissemination activities were designed and printed 1.500 flyers and 1 rollup promoting Open Calls and the goals of the programme. The design of the flyers you can find in the dedicated section – See section 6.5.

4.1.2. Consortium Meetings

Consortium meetings served as a vital coordination point for the coordination of the project, adjustments of the communication & dissemination strategy during the Open Calls period. These meetings allowed partners to synchronize messaging, share updates on outreach efforts, and leverage their respective networks to enhance the visibility of the Open Call. By exchanging insights and discussing audience engagement strategies, consortium members were able to improve communication approaches and increase the likelihood of strong applicant turnout. The collaborative planning in these meetings contributed to a unified dissemination effort across a broad range of channels and target audiences.



Within the first year of the EmpoWomen Programme two consortium meetings were held:

Consortium Meeting of EmpoWomen in Pamplona, Spain

SpIoro, in collaboration with European partners such as TechUkraine, the association of technological startups in Ukraine, Startup Wise Guys, a recognized technology business accelerator with a presence in various European countries, and Business Angels Europe, the association of European investors, has launched EmpoWomen project.

Figure 1. Photo: Kick-off of the EmpoWomen Programme in Pamplona on November 20 and 21, 2023



Partners got know each other and worked on setting up an action plan and roadmap for achieving the goals – to support female founders and entrepreneurs leading deep tech startups in the European expansion areas, helping them grow and become the technological leaders of tomorrow, placing women at the forefront of deep tech in Europe.





Figure 2. Photo: Kick-off of the EmpoWomen Programme in Pamplona on November 20 and 21, 2023



Consortium Meeting of EmpoWomen in Brussels, Belgium

On March 20th, 2024, consortium partners' meeting took place in Brussels. The representatives from Sploro, Business Angels Europe, Startup Wise Guys, and TechUkraine reflected on the outcomes of the first EmpoWomen's Open Call and tailored the upcoming acceleration program aimed at empowering women-led deep-tech startups in widening countries.





Figure 3. Photo: Kick-off of the EmpoWomen Programme in Pamplona on November 20 and 21, 2023



Central to the consortium meeting was a review of the outcomes of the first open call. Through this call, the EmpoWomen Program sought to identify promising women-led deep tech startups and provide them with tailored support, including mentorship, funding, and access to networks. The partners were pleased with the quality and diversity of applicants received.

During the first open call period, which commenced on January 8, 2024, and concluded on March 8, 2024, EmpoWomen received 169 applications from women entrepreneurs from 23 countries. Now evaluators of the programme are diligently reviewing each application, carefully considering the unique skills, experiences, and aspirations of every candidate.





Each of the 11 women-led businesses selected through an evaluation process will have access to a 6-month programme consisting of a dedicated acceleration and investment readiness support service from SWG, webinars and events, along with specialised training and mentoring from Business Angels, combined with Demo days and direct connections with both Angel investors and VCs, offering the potential to access investment.

The consortium meeting concluded with a clear roadmap for the next phase of the EmpoWomen Programme. Over the coming months, the partners will work closely together to finalize the details of the acceleration programme, including curriculum development, mentorship matching, and outreach initiatives. Additionally, efforts will be made to strengthen partnerships and collaborations within the ecosystem further, leveraging the collective expertise and resources of all stakeholders involved.

4.1.3. Self-Organized Events

EmpoWomen also hosted self-organized events aimed at supporting and informing prospective applicants. These included webinars, online Q&A sessions, and informational workshops designed to address specific needs and questions from women-led deep-tech startups. These interactive sessions enabled potential applicants to gain a deeper understanding of the programme, the application process, and the benefits of participation, thereby fostering an inclusive and supportive environment for women entrepreneurs.

Offline-events

Table 3. Self-Organized Events

Partner	Event	Event's description	No of attendees
Sploro	Side-event at Podim, May 2024	In the framework of the Podim Conference Miguel García González and Maja Horvat from SPLORO have organized a side-event dedicated to the European initiatives promoting women leaders in technology, and presented EmpoWomen programme.	30 attendees





		Also, at the event participated the first cohort of 11 selected startups. Agenda Highlights of the event “European Initiatives promoting Women Leader in Technology”: Presentation of programs for deep-tech startups founded by women. These include EmpoWomen Programme, Women TechEU, ready2scale and Impulse4Women.	
Sploro	SPLORO's event "Exploring Horizons". September 13, 2024	“Exploring Horizons”, a significant event dedicated to promoting European funds and fostering innovation in Navarra, Spain. The event underscored the region’s pro-European commitment and its efforts to strengthen connections between local initiatives and European opportunities. Experts discussed European Commission initiatives like cascade funding, with insights into programs such as NGI Sargasso and Foodity, showcasing how they benefit local entrepreneurs and projects. Engaging Roundtables: Discussions featured organizations such as FundingBox, Inova+, CARSA, and Mobile World Capital, addressing topics like funding access, SME support through the European Innovation Council (EIC), and regional funding initiatives like RETECH TechFabLab and EP Permed. Interactive Sessions: Mentoring activities highlighted programs like Women Tech EU and EmpoWomen while exploring opportunities in AI, robotics, circular economy, and health. Participants received tailored guidance and were introduced to Sploro’s Cascade Funding Hub, which centralizes European calls for funding. Creative Elements: A surprise theatrical performance by De Improviso creatively summarized the key messages of the day. The event, supported by Europe Direct Navarra, CEIN, and the Enterprise Europe Network, was a collaborative success. It	40 attendees



		demonstrated Navarra's commitment to innovation and strengthened the accessibility of European funds for regional stakeholders.	
All partners	DemoDay at SLUSH, November 19, 2024	The EmpoWomen Programme concluded its first year with a Demo Day at Slush 2024 in Helsinki, where three winners were recognized for their innovative solutions. The esteemed jury praised the ingenuity and resilience of these women entrepreneurs. The event also celebrated the full cohort of 11 participants, representing diverse sectors such as healthcare, AI, energy, and sustainability, all driving impactful change through technological innovation.	

Figure 4. Photo: EmpoWomen's 1st cohort of 11 startups & Sploro's side-event at Podim Conference in Maribor, Slovenia, May 2024





Figure 5. Photo: SPLORO's event "Exploring Horizons" in Navarra, Spain, on September 13, 2024



Figure 6. Photo: DemoDay of the 1st EmpoWomen's cohort at SLUSH, November 19, 2024





Webinars

Through conducted webinars, detailed information about the programme, the 1st Open Call period, the application process, and eligibility criteria was effectively communicated. This ensured that interested applicants received comprehensive insights and a clear understanding of what the programme entails.

Table 4. Webinars

Organizer	Name of the webinar	Date	No of attendees	Link
SPLORO	STARTUP EUROPE: Accelerating Deep Tech Startups in Europe	17.01.2024	25	LINK
SPLORO	EmpoWomen Webinar	15.02.2024	22	LINK
EBN	EU Project Pill I: Cascade Funding Opportunities	29.05.2024	30	LINK
TechUkraine	"Innovating in Ukraine and Shaping the Future of Entrepreneurship,"	07.06.2024	24	LINK
TechUkraine	Webinar by TechUkraine & Association of the Ukrainian Startups dedicated to EU grants and EW	10.10.2024	30	LINK
TechUkraine	Webinar by TechUkraine & Association of the Ukrainian Startups dedicated to EU grants and EW	24.10.2024	35	LINK
SPLORO	2nd Open Call InfoDay #1 EmpoWomen	17.10.2024	140	LINK
SPLORO	2nd Open Call InfoDay #2	13.11.2024	84	LINK



	EmpoWomen			
SWG & BAE	13 online sessions for the 1st EmpoWomen's cohort	May – November 2024	12	Online mentoring sessions within 6-month acceleration programme
SynergistEIC	Synergist EIC Workshop with startups	24.10.2024	15	A webinar hosted by Sploro and SynergistEIC, offering guidance on EU funding opportunities for startups.

4.1.4. EU-Clustering Activities

EmpoWomen engaged in EU-clustering activities to extend the Open Call's reach and the programme's promotion within European networks by collaborating with other EU-funded projects and initiatives. These activities involved cross-promotion with similar EU projects, and EU-backed platforms that support women in technology and entrepreneurship. Leveraging these existing EU networks allowed EmpoWomen to connect with a broader audience, align with the European Union's objectives for gender diversity in tech, and attract a larger pool of qualified applicants from across Europe. Specific activities include:

- **Continuous monitoring and cross-promotion:** EmpoWomen actively monitors developments in Startup Europe projects to identify synergies and opportunities for collaboration. This includes promoting relevant open calls, training, and resources from these initiatives through the project's communication channels.
- **Infoday on current projects:** Sploro organized a dedicated *Infoday* focused on Startup Europe projects funded in the same call. This event highlighted the objectives and activities of *Ready2Scale* and *D2Scale*, providing an excellent platform for knowledge sharing and the identification of opportunities for cross-collaboration.
- **Webinar on public funding:** In partnership with *SynergistEIC*, Sploro delivered a webinar aimed at discovering public funding opportunities for startups. This session was aimed at



participants with actionable insights and practical advice on navigating EU funding landscapes.

- **Panel participation at PODIM:** [“European initiatives promoting Women Leaders and technology”](#) in which we participated together with representatives from the Ready2Scale project, contributing to discussions on women’s leadership in deep-tech entrepreneurship. This panel provided an opportunity to showcase the project’s impact while fostering meaningful dialogue with key players in the startup ecosystem.
- **Roundtable at EDIH Summit:** EmpoWOMEN participated in the EDIH Summit 2024 by contributing to the roundtable discussion titled “Startup Europe: A two-way opportunity for EDIHs and their client SMEs”. Organized by DG CONNECT, this session took place on 27 November, from 09:00 to 10:00, at The EGG in Brussels. The roundtable explored synergies between the Startup Europe ecosystem and European Digital Innovation Hubs, offering valuable insights into how these networks can collaborate to support SMEs. It also provided a platform for showcasing EmpoWOMEN’s contributions to innovation and inclusivity in deep-tech entrepreneurship.

In summary, the dissemination activities conducted for the first Open Call of the EmpoWOMEN Programme and for its further promotion effectively increased visibility, engagement, and participation among women-led deep-tech startups across widening-area countries. By leveraging conferences, consortium meetings, self-organized events, and EU-clustering initiatives, the programme successfully reached its target audience and provided ample resources to guide applicants through the process.

4.2. Ongoing Dissemination Activities

Sustaining Awareness of the EmpoWOMEN Programme Through Strategic Activities

To maintain visibility and engagement with the EmpoWOMEN Programme, partners actively participate in a series of impactful events and initiatives. Representing the programme at high-profile industry events helps to highlight its impact and engage with stakeholders. Collaborating with European networks strengthens partnerships and enhances the programme’s outreach.





Notable Events Attended:

- **South Summit**

Date: June 5-7, 2024 in Madrid, Spain

Focus: Disseminating the programme's vision and outcomes while fostering connections within the entrepreneurial ecosystem.

- **VDS (Valencia Digital Summit)**

Date: October 23-24, 2024 in Valencia, Spain

Focus: Raising awareness about the programme and its contributions to fostering women's entrepreneurship and innovation.

- **SLUSH**

Date: November 19-21, 2024 in Helsinki, Finland

Focus: Presenting the EmpoWomen Programme and its initiatives. Hosting the Demo Day for the first cohort of startups. Promoting the 2nd Open Call to engage a broader community of innovators.

These efforts contribute to the EmpoWomen Programme's ongoing impact, creating meaningful connections, and paving the way for future opportunities. Partners remain committed to sustaining this momentum as the programme continues to grow and evolve.

5. Communication

To enhance the promotion of the EmpoWomen programme across its 32 targeted regions, a variety of communications tools and strategies were utilized throughout the first year. These tools were designed to ensure consistent visibility, engagement, and outreach to potential applicants, stakeholders, and partners.





1. **Website:** The programme's website served as a central hub for sharing detailed information, updates, and resources related to EmpoWomen. It was continuously updated to reflect key milestones and opportunities.
2. **EmpoWomen's Social Media:** Social media played a crucial role in reaching a wide audience. Platforms like **Twitter (X)**, **Facebook**, and **LinkedIn** were used to communicate programme news, promote events, and highlight achievements. Tailored content was created for each platform to engage diverse audiences.
 - **LinkedIn Analytics** provided valuable insights into follower demographics, helping to refine content strategies.
 - **Consortium Partners' Social Media** and **Associated Partners' Social Media** amplified the programme's reach, creating a broader network of communication channels.
3. **Press Releases:** Five press releases were distributed to EU and national media outlets, announcing key developments such as open calls, selected startups, and the programme's first-year results. These releases contributed to over 80 publications across tech and EU-funded media platforms.
4. **Newsletter:** Targeted email campaigns and newsletters were sent to 476 subscribers to share programme updates, details on open calls, and other essential information, ensuring direct communication with interested parties.
5. **Media Clippings & Ongoing Communication Activities:** Continuous media coverage, including mentions in various publications, further reinforced the programme's visibility across its target regions.
6. **Dissemination Material and Content Developed:** A variety of materials were created to support promotional activities, including:
 - **Visuals**, such as infographics and banners for online and offline promotion.
 - **Videos**, showcasing key programme achievements and success stories.
 - **Podcasts** that offered in-depth discussions on relevant topics related to the programme.
 - **Presentations** for consortium and associated partners, ensuring consistent messaging across events.





- **Printed Materials**, including flyers distributed at conferences and events, which directly engaged attendees and raised awareness about the programme.

These communications tools and activities played a critical role in ensuring the successful promotion of the EmpoWomen programme, engaging stakeholders across Europe, and fostering a strong network of partners and applicants.

5.1.Communication Activities of the 1st Open Call

The first Open Call for the EmpoWomen Programme, held from January 8 to March 8, 2024, represented a pivotal step in attracting women-led deep-tech startups from widening-area countries. During this period, the programme prioritized outreach and communication efforts to ensure widespread visibility and engagement from qualified applicants. The following communication activities were executed to maximize awareness, encourage participation, and guide potential applicants through the registration process.

Pre-Registration Campaign (Months 1-3)

In the early months leading up to the Open Call, EmpoWomen social media channels (Twitter, Facebook, LinkedIn) launched a pre-registration campaign aimed at building an interested applicant pool. Potential applicants were invited to express their interest via a pre-registration form shared through these platforms, generating early leads and enhancing initial engagement. Once the Open Call opened on January 8, these pre-registered candidates were directed to the official application form on the EmpoWomen website www.empowomen.eu.

Launch Announcement

A compelling launch announcement for the Open Call was strategically shared across EmpoWomen's primary dissemination channels, including the website, social media accounts, newsletters, and press releases. This multi-channel approach ensured the launch reached a broad audience, drawing attention to the programme's mission, eligibility requirements, and application period.





Social Media Campaigns

Throughout the Open Call period, EmpoWomen's social media channels ran an intensive campaign with engaging content and relevant hashtags (*#EmpoWomen*, *#women*, *#womenintech*, *#womenentrepreneurs*, *#deeptech*) to enhance visibility. Posts included success stories, testimonials, and reminders of the March 8 deadline. Additionally, partners, influencers, and followers were encouraged to share these posts within their own networks, and the campaign was cross-promoted on EISMEA's social media accounts to reach a wider audience.

Press Releases

Press releases were distributed to relevant media outlets, tech blogs, and industry publications to broaden exposure for the Open Call. This outreach attracted interest from the tech community, women's entrepreneurship networks, and startup ecosystems, positioning EmpoWomen as a leading opportunity for women-led deep-tech companies.

Email Newsletters

Regular newsletters were sent out to EmpoWomen's subscriber list, providing detailed Open Call information, deadlines, and application links. These newsletters were designed to keep applicants and stakeholders informed about key dates and requirements, with links to further resources on the EmpoWomen website.

Community Engagement

To further engage communities interested in women's empowerment and technology, Open Call details were shared on online forums, discussion groups, and community platforms relevant to women in tech and entrepreneurship. This outreach helped connect with applicants in diverse digital spaces and encouraged peer sharing within these communities.

5.1.1. Website

EmpoWomen website was launched on December 28, 2023. In period of the first Open Call the website was visited 7,000 times.





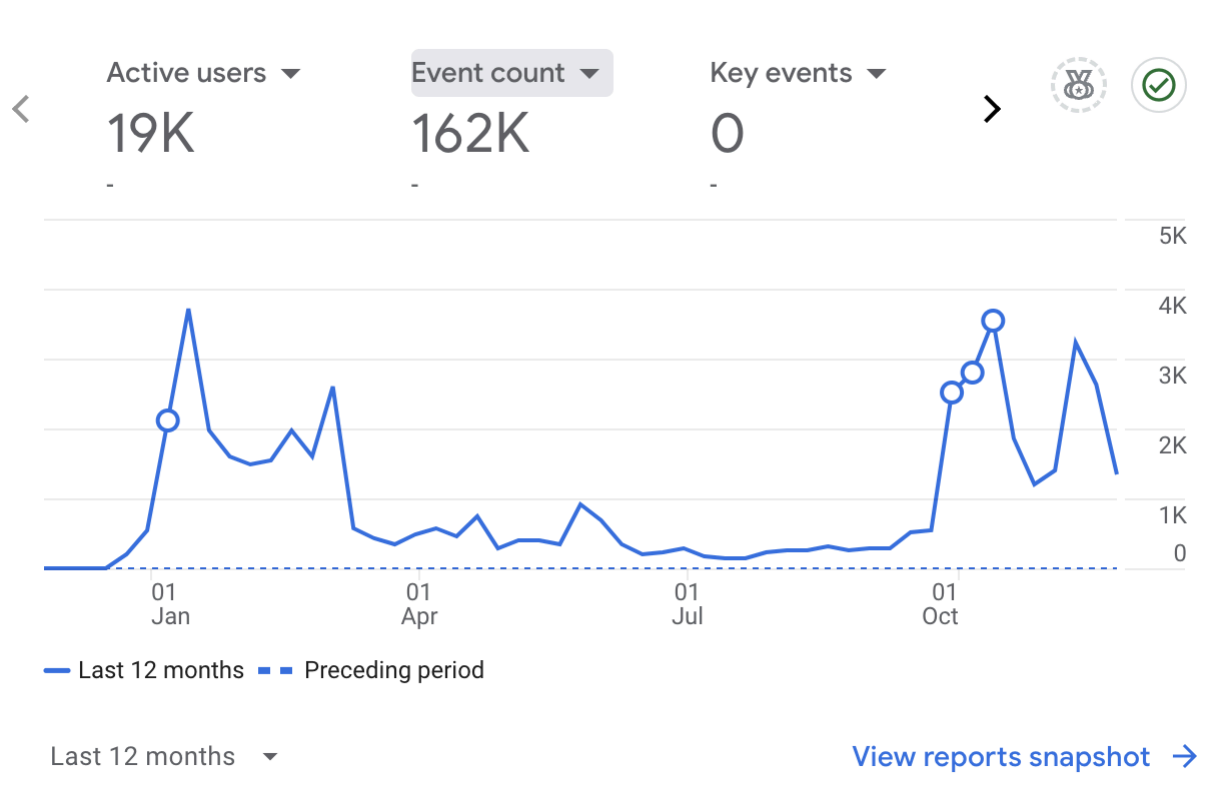
Figure 7. Traffic at the EmpoWomen website in M1-M4





Total number of of impressions in the period M1-M12 is 162.000.

Figure 8. Active users and Impressions at EmpoWomen website in M1-M12



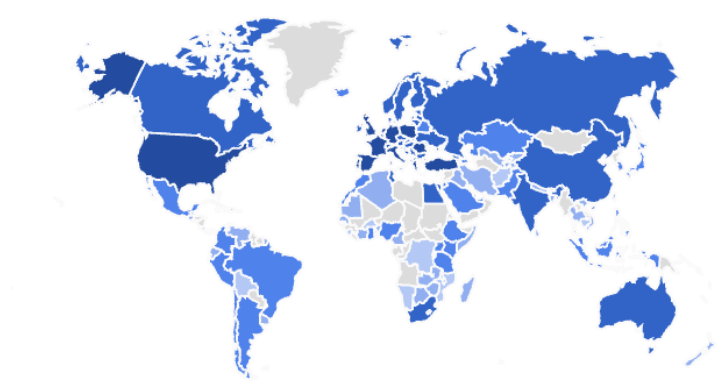
19.000 unique visitors come from very different countries. More active users live in Turkiye, Spain, Portugal, and the USA. This can be attributed to the strong collaboration between Turkiye's tech ecosystem and government agencies, which actively promote the country and support startups. Spain's activity, probably, could be explained by the fact that Sploro, coordinator of the project, and Communication Lead of the TechUkraine programme, both live and work in Spain, spreading the word about the EmpoWomen here, but also the Spanish tech-ecosystem is skyrocketing. Portugal, known for its well-developed startup community, also contributes to the project's reach. The interest from the USA can be explained by both a curiosity about developments in the European tech ecosystem and a strategic effort to scout innovative startups, as the USA is highly active in encouraging businesses to establish themselves in North America.





Figure 9. Geography of users at EmpoWomen website in M1-M12

Active users▼ by Country ID▼



COUNTRY	ACTIVE USERS	
Türkiye	2K	-
Spain	1.4K	-
Portugal	1.4K	-
United States	1.4K	-
Germany	1K	-
United Kingdom	695	-
France	690	-

Last 12 months ▼

[View countries →](#)

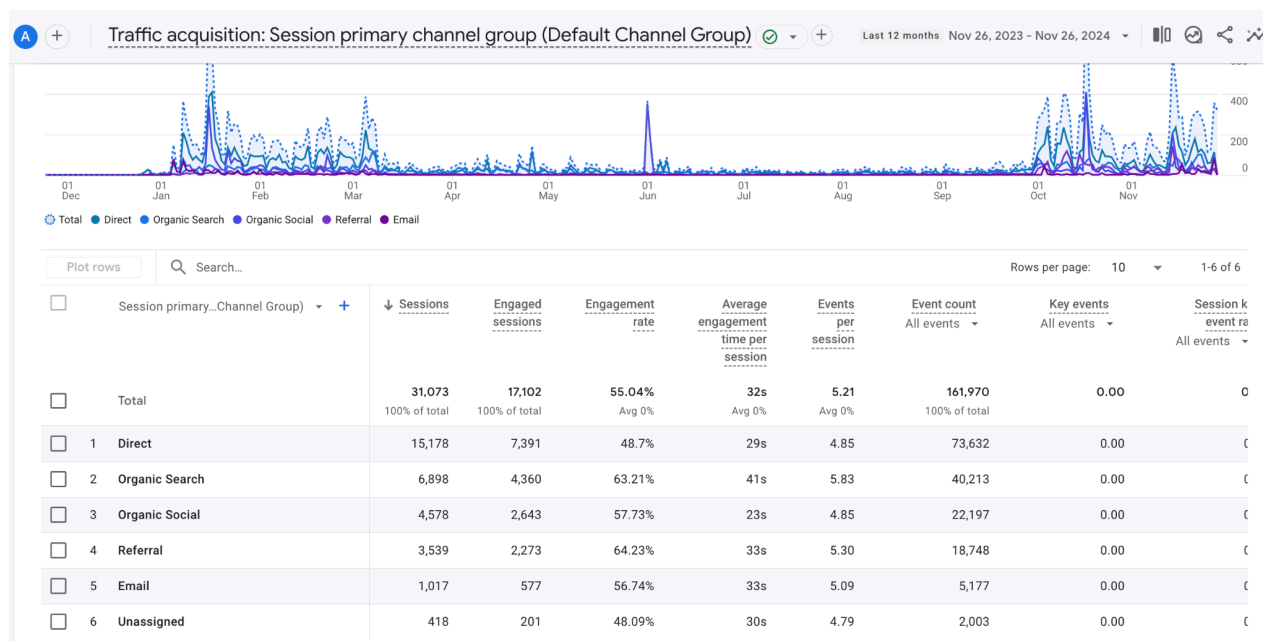
This shows one more time that the promotional strategy should be modified to reach other eligible countries.





The majority of visitors come directly to the website (15,187 visitors) or from the social media links (4,578 visitors). Organic search results with 6,898 visitors. Referral links – 3,539 visitors. Email campaign brought 1,017 visitors.

Figure 10. Sources of traffic at EmpoWomen website in M1-M12



5.1.2. EmpoWomen's Social Media

Social Media Campaigns across Twitter (X), Facebook, and LinkedIn with engaging content, using relevant hashtags (*#EmpoWomen*, *#women*, *#womenintech*, *#womenentrepreneurs*, *#deeptech*) to maximize reach and encourage partners, influencers, and followers to share the posts.

Current Status of the EmpoWomen Online Community

The EmpoWomen online community has made significant progress toward its growth targets, with a current membership of 1,785 individuals. This includes the following platform-specific breakdown:

- LinkedIn: 1,673 members





- Facebook: 84 members
- Twitter (X): 28 members

While these numbers reflect a strong start, the ultimate goal is to reach a total of 3,000 community members by the conclusion of the project. With one year remaining, focused efforts will continue to expand the community's reach and engagement.

Twitter (X)

In its first year, the EmpoWomen programme utilized Twitter (X) https://x.com/empo_women to raise awareness and engage stakeholders. However, Twitter proved less effective as a communication tool during this initial phase. The account garnered 28 followers, with posts achieving an average of 70 impressions. A total of 64 publications were made during the M1–M12 period, highlighting programme milestones, events, and community initiatives. Approximate number of impressions on Empowomen's X is 4,480.

Year One Performance Overview:

- **Follower Growth:** 28 followers organically achieved in the first year.
- **Post Reach:** An average of 70 impressions per post, reflecting limited audience penetration.
- **Content Creation:** 64 posts shared to promote activities and foster discussions.

Plans for Year Two:

Acknowledging Twitter (X) as a vital communication platform in Europe, the programme will refine its social media strategy to better align with its goal of reaching audiences across 32 regions of widening Europe. Planned enhancements include:

1. **Targeted Outreach:** Using regional hashtags and partnerships to connect with specific communities.
2. **Content Diversification:** Incorporating multimedia formats like videos and infographics to boost engagement.

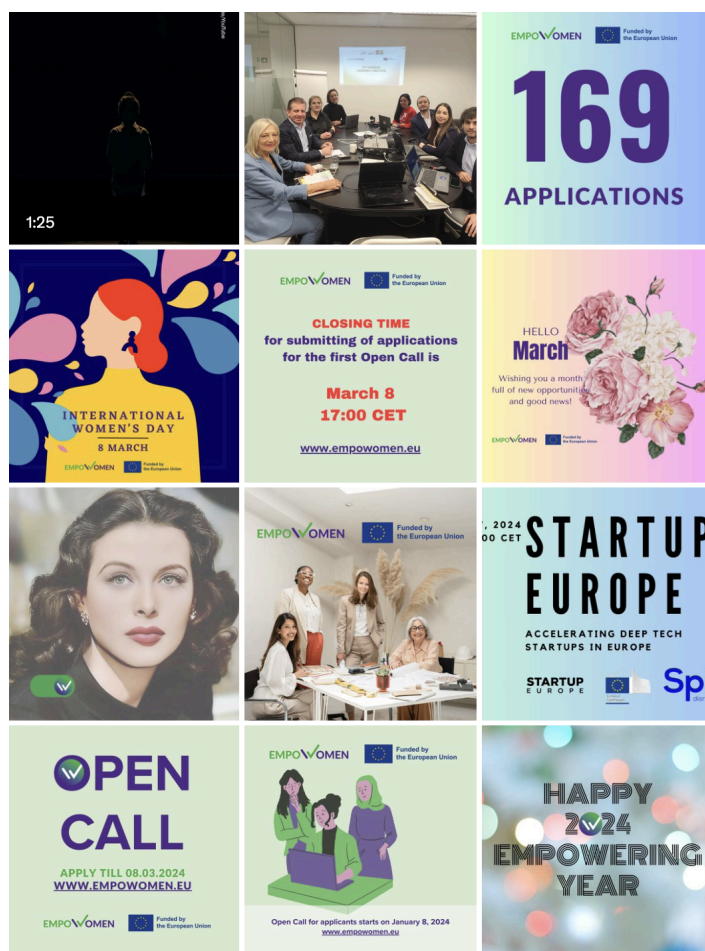




3. **Follower Growth:** Actively increasing followers through collaborations, strategic retweets, and engagement with influential accounts.
4. **Performance Optimization:** Utilizing analytics to adjust content strategies and improve effectiveness.

These adjustments aim to strengthen EmpoWomen's digital presence and enhance its impact as the programme moves into its second year.

Figure 11. Content for EmpoWomen's Twitter (X)





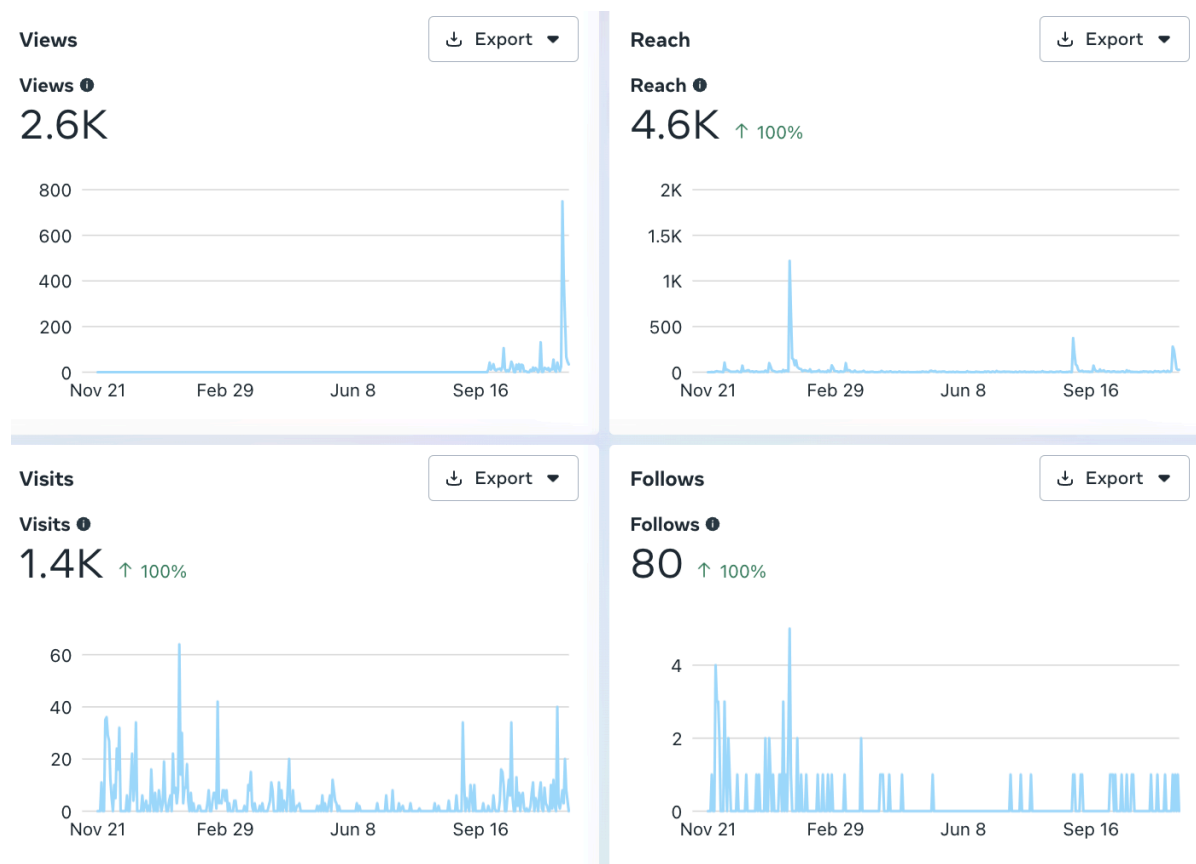
Facebook

EmpoWomen's Facebook <https://www.facebook.com/empowomen.program/> demonstrated steady engagement, with the account reaching 84 followers and achieving 4,600 impressions from 80 posts over the M1–M12 period. However, this is a low indicator, as similar pages typically have an average of 555 followers. This will serve as the benchmark for growth in the second year.

Year One Performance Overview:

- **Follower Growth:** 84 followers organically achieved during the first year.
- **Post Reach:** Total impressions for the year reached 4,600, with an average of 50 impressions per post.
- **Content Creation:** 80 posts published, highlighting key activities, events, and milestones.

Figure 12. EmpoWomen's Facebook Analytics

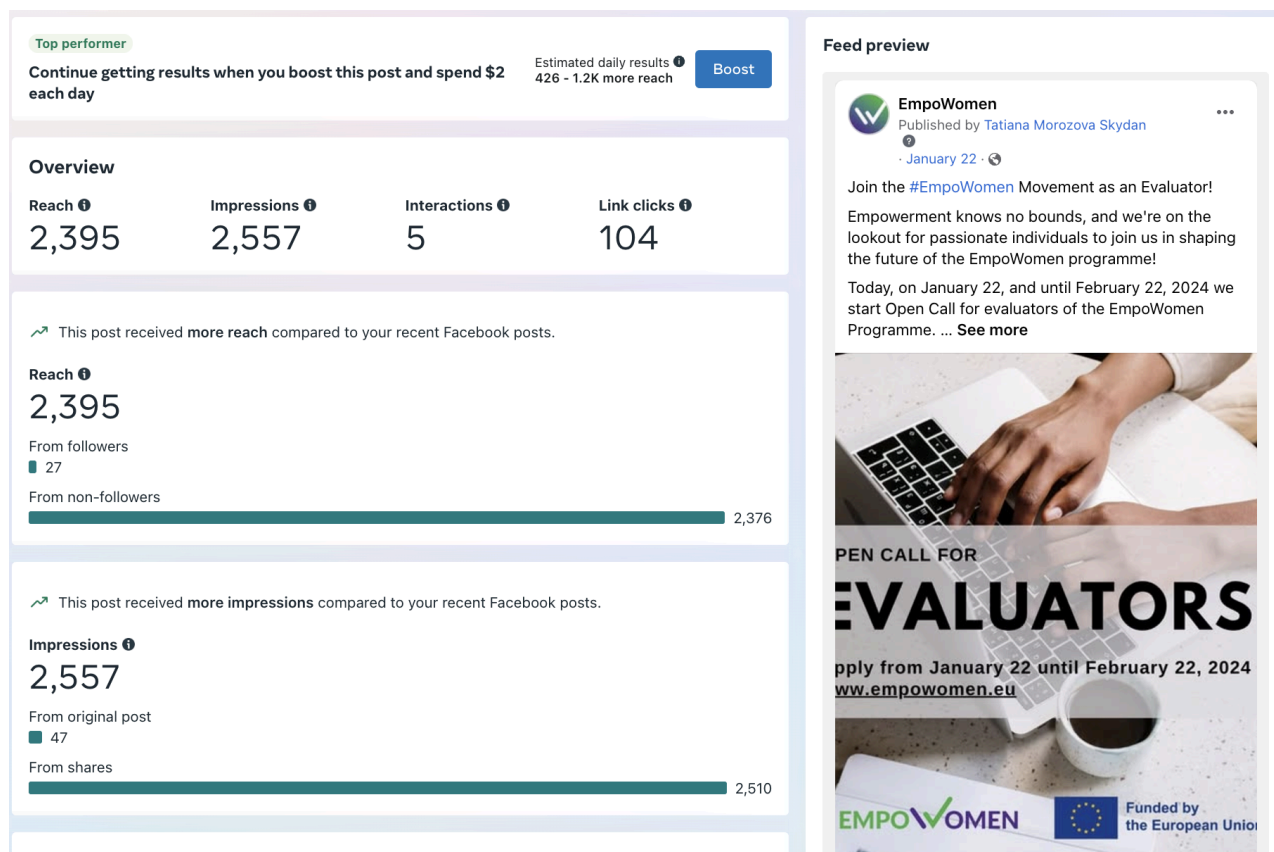




The most successful post was related to **Open Call #1 for Evaluators**, which achieved:

- 2,395 impressions
- 2,557 interactions
- 5 link clicks
- 104 reactions, comments, or shares

Figure 13. Top performer post at EmpoWomen's Facebook post



This post about evaluators demonstrates that Facebook is likely the best communication channel for reaching out to **experts** rather than **startups**, providing valuable insight for refining the content strategy in the second year.



Key Insights:

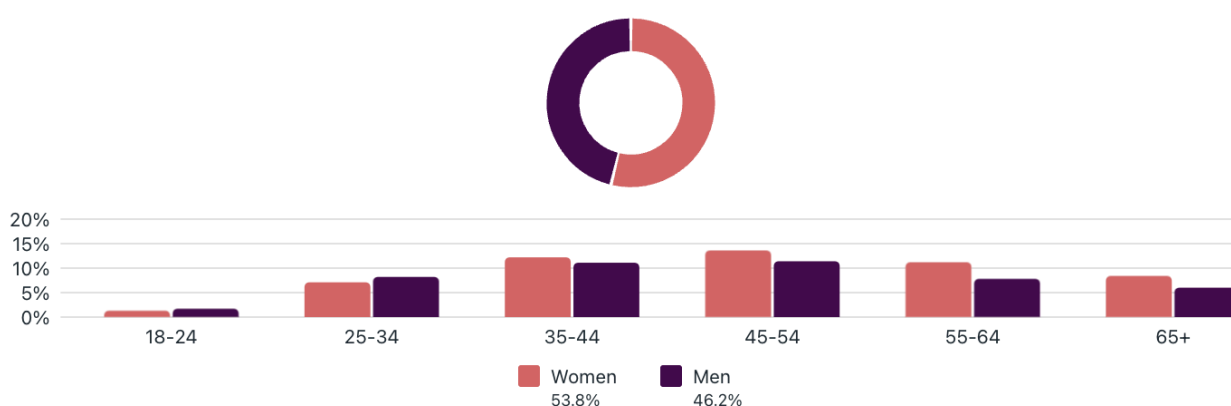
While Facebook provided consistent visibility, engagement levels suggest an opportunity to further optimize content strategies and follower interactions. As the estimated audience size for the EmpoWomen programme might be impressive:

Figure 14. Estimated audience size at EmpoWomen's Facebook

Estimated audience size ⓘ

29,800,000 - 35,100,000

Age & gender ⓘ



To enhance Facebook's impact and meet the benchmark of 555 followers, the following improvements are planned:

1. **Enhanced Content Strategy:** Incorporating more multimedia content (videos, stories, and live events) to boost reach and engagement.
2. **Audience Engagement:** Leveraging interactive posts such as polls, Q&A sessions, and community-driven discussions to foster deeper connections.
3. **Targeted Growth Campaigns:** Using focused efforts to attract relevant audiences, such as experts and evaluators, while exploring additional channels for startups.
4. **Performance Monitoring:** Regular analysis of metrics to identify successful strategies and refine less effective ones.

These adjustments aim to position Facebook as a stronger communication channel to support the programme's objectives in its second year.





LinkedIn

LinkedIn is the most efficient social media for the EmpoWomen Programme (<https://www.linkedin.com/company/empowomen-program/posts/?feedView=all>). In the period M1-M12, on EmpoWomen's LinkedIn **101 publications** were made. The engaging content with eye-catching visuals and videos allowed the LinkedIn profile to overpass the set up KPi, and to get average **7,218 impressions per month**. The **total number of impressions** on LinkedIn in the period M1-M12 is **87,076**, with the organic engagement rate **10.650**. The total number of reactions to the publications – 2,532. Comments – 127. Reposts – 136.

Figure 15. EmpoWomen's LinkedIn Metrics

Your profile view highlights

Data for 11/27/2023 - 11/25/2024

87,076

Impressions

2,532

Reactions

127

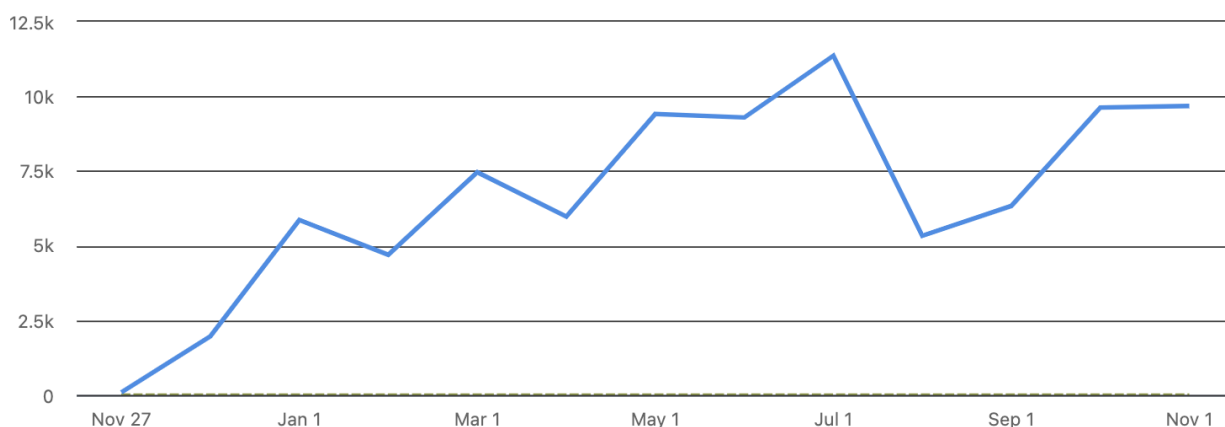
Comments

136

Reposts

Metrics

Impressions ▾



✓ Organic

87,076

✓ Sponsored

0



Funded by
the European Union



These results underscore the effectiveness of LinkedIn in reaching and engaging the programme's target audience, making it a key channel for future communication strategies. In Annex 1 – the detailed analytics of the activities on LinkedIn during the period M1-M12.

5.1.3. LinkedIn Analytics

LinkedIn analytics provides valuable insights into the demographics of EmpoWomen's followers. Key metrics such as job functions, seniority levels, industries represented, and company sizes offer a detailed profile of the engaged audience. These insights will guide adjustments to the content strategy, ensuring it resonates effectively with the target demographic and supports the programme's objectives.

Follower demographics

Table 5. EmpoWomen's LinkedIn follower demographics

Location	Total followers
Greater Istanbul, Türkiye	80
Greater Ankara, Türkiye	57
Porto Metropolitan Area, Portugal	46
Lisbon Metropolitan Area, Portugal	40
Greater Madrid Metropolitan Area, Spain	39
London Area, United Kingdom, United Kingdom	38
Greater Paris Metropolitan Region, France	30
Greater Barcelona Metropolitan Area, Spain	30
Berlin Metropolitan Area, Germany	27
Brussels Metropolitan Area, Belgium	26
Greater Eskisehir, Türkiye	26
The Randstad, Netherlands, Netherlands	24
Greater Izmir, Türkiye	23
Belgrade Metropolitan Area, Serbia	21
Greater Milan Metropolitan Area, Italy	21
Cluj-Napoca Metropolitan Area, Romania	20
Bucharest Metropolitan Area, Romania	19
Sofia Metropolitan Area, Bulgaria	19
Tallinn Metropolitan Area, Estonia	19
Warsaw Metropolitan Area, Poland	16
Greater Braga Area, Portugal	16
Grand Tunis Metropolitan Area, Tunisia	14
Kyiv Metropolitan Area, Ukraine	13
Greater Pamplona Area, Spain	13





Zagreb Metropolitan Area, Croatia	13
Athens Metropolitan Area, Greece	13
Copenhagen Metropolitan Area, Denmark	12
Ljubljana Metropolitan Area, Slovenia	12
Greater Dublin, Ireland	11
Skopje, North Macedonia	10
Cracow Metropolitan Area, Poland	10
Greater Munich Metropolitan Area, Germany	9
Budapest Metropolitan Area, Hungary	9
Cairo, Egypt	8
Vilnius, Lithuania	8
Coimbra Metropolitan Area, Portugal	8
Greater Oslo Region, Norway	8
Helsinki Metropolitan Area, Finland	7
Greater Turin Metropolitan Area, Italy	7
Greater Aveiro Area, Portugal	7
Nairobi County, Kenya	7
New York City Metropolitan Area	7
Novi Sad Metropolitan Area, Serbia	7
Chişinău, Moldova	7
Greater Rome Metropolitan Area, Italy	6
Vienna, Austria	6
Greater Gaziantep, Türkiye	6
Riga, Latvia	6
Greater Sevilla Metropolitan Area, Spain	6
Prague Metropolitan Area, Czechia	6
Greater Stockholm Metropolitan Area, Sweden	5
Zürich Metropolitan Area, Switzerland	5
Poznan Metropolitan Area, Poland	5
Greater Hamburg Area, Germany	5
Greater Guimaraes Area, Portugal	5
Greater San Sebastian Area, Spain	5
Greater Las Palmas Metropolitan Area, Spain	4
Maribor Metropolitan Area, Slovenia	4
Greater Málaga Metropolitan Area, Spain	4
Kampala, Uganda	4
Greater Antalya, Türkiye	4
Ghent Metropolitan Area, Belgium	4
Geneva Metropolitan Area, Switzerland	4
Greater Kocaeli, Türkiye	4
Greater Bengaluru Area, India	4
Thessaloniki Metropolitan Area, Greece	4
Greater Valencia Metropolitan Area, Spain	4
Manchester Area, United Kingdom, United Kingdom	4
Tbilisi, Georgia	4
Greater Bilbao Metropolitan Area, Spain	4





Greater Bursa, Türkiye	4
Greater Logroño Metropolitan Area, Spain	3
Greater Mersin, Türkiye	3
Valletta, Malta	3
Greater Lyon Area, France	3
Sfax Metropolitan Area, Tunisia	3
Galway Metropolitan Area, Ireland	3
Washington DC-Baltimore Area	3
Greater Marseille Metropolitan Area, France	3
Gdansk Metropolitan Area, Poland	3
Greater Gothenburg Metropolitan Area, Sweden	3
Lima Metropolitan Area, Peru	3
Frankfurt Rhine-Main Metropolitan Area, Germany	3
San Francisco Bay Area	3
Greater Malmö Metropolitan Area, Sweden	3
Greater Montreal Metropolitan Area, Canada	3
Greater Trabzon, Türkiye	3
Greater Montpellier Metropolitan Area, France	3
Greater Zaragoza Metropolitan Area, Spain	3
Greater Murcia Metropolitan Area, Spain	3
Krško, Slovenia	2
Lahore, Pakistan	2
Reykjavík, Iceland	2
Antwerp Metropolitan Area, Belgium	2
Greater Mugla, Türkiye	2
Karāchi, Pakistan	2
Greater Ferrol Metropolitan Area, Spain	2
Greater Sanliurfa, Türkiye	2
Turku Metropolitan Area, Finland	2
Ho Chi Minh City Metropolitan Area, Vietnam	2

From the list of 32 eligible countries and regions for the EmpoWomen programme, the following countries and regions are **absent** in the LinkedIn analytics and in reach out accordingly showing the demographics of followers:

1. **Cyprus**
2. **Guadeloupe (France)**
3. **French Guiana (France)**
4. **Réunion (France)**
5. **Martinique (France)**





6. **Mayotte (France)**
7. **Saint-Martin (France)**
8. **Canary Islands (Spain)**
9. **Albania**
10. **Armenia**
11. **Bosnia and Herzegovina**
12. **Faroe Islands**
13. **Montenegro**

All other eligible countries and regions are represented in the demographic data for the programme's LinkedIn followers.

The EmpoWomen programme's LinkedIn followers showcase a wide array of professional roles, seniority levels, industries, and company sizes. This diversity provides valuable insights for optimizing communication and refining the content strategy to better engage with different sectors and professional backgrounds.

Visitor demographics

Table 6. EmpoWomen's LinkedIn visitor demographics - Job function

Job function	Total followers
Business Development	383
Program and Project Management	130
Education	109
Research	102
Operations	95
Community and Social Services	67
Marketing	63
Engineering	62
Information Technology	55
Consulting	49
Media and Communication	42
Sales	33
Finance	30
Product Management	26
Entrepreneurship	24
Administrative	21
Healthcare Services	17
Human Resources	16





Arts and Design	14
Quality Assurance	13
Legal	12
Customer Success and Support	11
Accounting	10
Military and Protective Services	9
Purchasing	5
Real Estate	3

Table 7. EmpoWomen's LinkedIn visitor demographics - Seniority of position

Seniority	Total followers
Senior	527
Entry	411
Owner	161
CXO	132
Director	110
Manager	77
VP	44
Partner	29
Training	13
Unpaid	2

Key Observations on Roles and Seniority Levels:

The most represented roles are in Business Development, Program and Project Management, Education, Research, and Operations, supporting the programme's goal of fostering professional growth and expertise across sectors.

The presence of professionals in Entrepreneurship, Consulting, and Marketing indicates the programme's appeal to leadership and advocacy-focused individuals.

The follower base is well-distributed across various seniority levels, from Senior to Entry-Level roles, with strong engagement from Directors, Managers, VPs, CXOs, and Owners.

A notable portion of Entry-Level, Training, and Unpaid roles highlights the programme's appeal to early-career professionals and volunteers, expanding its reach and impact across career stages.





EmpoWomen's followers come from a wide range of industries, reflecting the programme's broad cross-sectoral reach. Notable industries include:

1. Education and Research:

- Higher Education, Education Administration Programs, Professional Training and Coaching, and Research Services dominate, reflecting the programme's strong ties with academia and learning-driven initiatives.

2. Technology and Innovation:

- Industries such as IT Services and IT Consulting, Software Development, Biotechnology Research, Technology, Information and Internet, and Data Infrastructure and Analytics indicate a high level of interest from the tech and innovation sectors.

3. Social Impact and Public Services:

- Significant representation from Non-profit Organizations, Civic and Social Organizations, Public Policy Offices, and Government Administration highlights the programme's alignment with socially-driven causes.

4. Business and Finance:

- The presence of professionals from Business Consulting and Services, Financial Services, Investment Management, and Venture Capital demonstrates the programme's relevance to business strategy and financial sectors.

5. Healthcare and Life Sciences:

- The programme attracts professionals from Hospitals and Health Care, Medical Equipment Manufacturing, Pharmaceutical Manufacturing, and Mental Health Care, suggesting opportunities for collaboration in healthcare innovation.

6. Emerging and Specialized Sectors:

- Emerging industries such as Environmental Services, Blockchain Services, Climate Technology, and Nanotechnology Research show the programme's relevance in future-focused, innovative fields.





Table 8. EmpoWomen's LinkedIn visitor demographics - Industries presence

Industry	Total followers
Higher Education	154
IT Services and IT Consulting	108
Business Consulting and Services	103
Research Services	102
Software Development	82
Non-profit Organizations	71
Government Administration	60
Biotechnology Research	55
Technology, Information and Internet	43
Civic and Social Organizations	38
Venture Capital and Private Equity Principals	37
Education Administration Programs	27
Medical Equipment Manufacturing	24
International Trade and Development	22
Professional Training and Coaching	22
Hospitals and Health Care	21
Financial Services	19
Banking	18
Investment Management	16
Strategic Management Services	15
Education	15
Utilities	14
Advertising Services	14
Public Policy Offices	12
Telecommunications	12
Professional Organizations	12
Mental Health Care	12
Aviation and Aerospace Component Manufacturing	11
Environmental Services	11
Industry Associations	11
Fundraising	11
Design Services	11
Chemical Manufacturing	10
Food and Beverage Manufacturing	10
Events Services	10
International Affairs	10
Staffing and Recruiting	10
Human Resources Services	10
Computer and Network Security	10
Industrial Machinery Manufacturing	9
E-Learning Providers	9
Technology, Information and Media	9
Public Relations and Communications Services	8





Information Services	8
Legal Services	7
Motor Vehicle Manufacturing	7
Construction	7
Accounting	7
Pharmaceutical Manufacturing	7
Marketing Services	7
Defense and Space Manufacturing	7
Wellness and Fitness Services	6
Internet Marketplace Platforms	6
Textile Manufacturing	6
Entertainment Providers	6
Oil and Gas	6
Architecture and Planning	5
Truck Transportation	5
Philanthropic Fundraising Services	5
Appliances, Electrical, and Electronics Manufacturing	5
Food and Beverage Services	5
Farming	5
IT System Custom Software Development	5
Travel Arrangements	5
Renewable Energy Equipment Manufacturing	5
Manufacturing	4
Computers and Electronics Manufacturing	4
Media Production	4
Credit Intermediation	4
Nanotechnology Research	4
Data Infrastructure and Analytics	4
Executive Offices	4
Transportation, Logistics, Supply Chain and Storage	4
Internet Publishing	4
Professional Services	4
Engineering Services	4
Mining	4
Retail	4
Health and Human Services	4
Machinery Manufacturing	3
Internet News	3
Civil Engineering	3
Retail Apparel and Fashion	3
Think Tanks	3
Personal Care Product Manufacturing	3
Real Estate	3
Agriculture, Construction, Mining Machinery Manufacturing	3
IT System Data Services	3
Blockchain Services	3





Climate Technology Product Manufacturing	3
Services for Renewable Energy	3
Hospitality	3
Medical Practices	3
Data Security Software Products	3
Law Practice	2
Consumer Services	2
Outsourcing and Offshoring Consulting	2
Security and Investigations	2
Wholesale	2
Packaging and Containers Manufacturing	2

The diversity in company sizes among EmpoWomen's LinkedIn followers provides strategic insights into potential engagement opportunities:

- **Small Enterprises and Startups:**

- The highest number of followers come from smaller companies, with 433 followers from companies with 2-10 employees, and 247 from companies with 11-50 employees. This suggests a strong presence in the entrepreneurial and startup ecosystem.

- **Medium to Large Enterprises:**

- Followers from mid-sized companies (51-200 employees, 185 followers) and larger enterprises (201-500 employees, 110 followers) indicate significant interest from established businesses.
- The programme also engages followers from larger organizations, with 95 followers from companies with 10,001+ employees and 51 followers from those with 501-1000 employees.

- **Smaller Presence in Large Corporations:**

- There is a smaller but notable presence from very large organizations, with 36 followers from companies with 5,001-10,000 employees and 39 followers from 1-employee companies.





Conclusion:

The diverse mix of roles, seniority levels, industries, and company sizes among EmpoWomen's LinkedIn followers provides valuable opportunities for tailored engagement. With strong representation from startups, mid-sized businesses, and large enterprises, the programme can leverage its broad appeal to engage professionals at all stages of their careers and across various sectors. This will allow for a more targeted approach in the second year, helping to deepen impact and foster collaboration across a wider range of industries and company sizes.

Still, the promotional strategy for the second year of the programme is adjusted to bridge the gap between covered regions and "blind zones", and to intensify media presence there in order to set up the base for further activities funded by the EU in these regions.

5.1.4. Consortium Partners' Social Media

To amplify project messaging and foster further growth, consortium partners (Sploro, SWG, BAE, and TechUkraine) are leveraging their extensive pre-existing organizational channels. Collectively, these channels boast a significant audience, including:

- 67,600+ LinkedIn followers
- 13,000+ Twitter (X) followers
- 67,000+ Facebook followers
- 6,000+ Instagram followers

By strategically utilizing these platforms to promote the EmpoWomen initiative, the consortium is well-positioned to achieve the ambitious goal of a 3,000-member community by the project's end. The coming year will focus on intensifying outreach, maximizing engagement, and leveraging both organic and partner-driven efforts. The organic content engagement of the social media activities is between 260 and 2600 impressions per post.

For detailed information regarding the activities provided by consortium partners – [see Annex 2](#).





5.1.5. Associated Partners' Social Media

Associated Partners have played a significant role in promoting the EmpoWomen programme within their respective regions, with activities primarily focused on disseminating information about the Open Call. Their contributions varied, with some partners executing impactful campaigns, while others provided minimal or no support. Below is a summary of the activities conducted:

Table 9. Activities by the Associated Partners

Partner	Activities	No of stakeholders reached
Besco - Bulgaria	Shared updates of the programme on their social media Sharing printed materials promoting Open Call	11,000
Asociación Merge - Canary Islands	Shared updates of the programme on their social media Presented EmpoWomen programme for students and deep-tech startups of University of Palma	930
Cro Startup - Croatia	Presented EmpoWomen programme at monthly meetings of Cro Startup Featured the programme in the newsletter in February 2024 Shared the news about the programme with Whatsapp community of Cro Startup (200 pax)	3,000
Startin Latvia	Shared updates of the programme on their social media Shared the news about the programme with Whatsapp	5,500





	community of Startin Latvia (300 pax)	
Startup Moldova	Presented EmpoWomen programme at two events Shared updates of the programme on their social media	5,000
Sapie - Slovakia	Shared updates of the programme on their social media	2,000
Startup Tunisia	No activities	0
Startup Georgia	No activities	0

While several associated partners contributed significantly to the promotion of the EmpoWomen programme, others provided little to no engagement. For the second year of the programme, the collaboration with inactive partners, such as Startup Tunisia and Startup Georgia, can be reconsidered and potentially substituted with more active organizations. Identifying partners who align more closely with the programme's objectives and demonstrate a commitment to active participation will enhance the programme's outreach and impact in the coming year.





5.1.5. Press Releases

In the period M1-M12, five press releases were distributed to leading tech media in Europe, national contact points, startup communities, as well as to the consortium and associated partners.

The first press release announced the kick-off of the project, outlined the goals of the programme, and introduced the consortium partners:

Figure 16. EmpoWomen's press release #1



Funded by
the European Union

Empowering Women-led Deep-Tech Startups with EmpoWomen

Pamplona, November 22, 2023 — Sploro, innovation consultancy based in Spain, together with TechUkraine, the Startup Wise Guys accelerator and Business Angels Europe have launched EmpoWomen program.

This project, funded by the European Union through its Horizon Europe Research and Innovation program, seeks to overcome the obstacles faced by women in the field of R&D&I to improve equality in deep tech entrepreneurship.

Despite consistent growth in the business world, women remain substantially underrepresented as entrepreneurs, particularly in Europe. In the deep tech sector, currently valued at €700 billion, women account for only 10% of patent applications, and less than 15% of startups are founded or co-founded by women.

EmpoWomen offers a unique program for scaling up women-led companies with the objective to create an exclusive support program for female founders and entrepreneurs leading deep tech startups from widening-area countries* to grow into tomorrow's female tech leaders and put women at the forefront of deep tech in the world.



Funded by
the European Union



The second press release highlighted the results of the first Open Call and provided an overview of the evaluation process:

Figure 17. EmpoWomen's press release #2



Funded by
the European Union

EmpoWomen Programme Concludes First Open Call with Immense Reaction

Pamplona, March 12, 2024 – EmpoWomen, an initiative aimed at empowering women entrepreneurs in widening countries, has announced the successful conclusion of its first Open Call for applications. The response from women entrepreneurs has been nothing short of remarkable, underscoring the program's significance and impact on supporting women's entrepreneurship.

During the Open Call period, which commenced on January 8, 2024, and concluded on March 8, 2024, EmpoWomen received 169 applications from women-led deep tech startups from emerging market countries in the wider Europe.

This enthusiastic participation reflects the global resonance of EmpoWomen's mission to support and nurture female-led deep-tech businesses across borders.



Funded by
the European Union



The third press release shared the list of the 11 selected startups:

Figure 18. EmpoWomen's press release #3



Funded by
the European Union

11 Deep-Tech Women-Led Startups Embark on EmpoWomen Programme

Pamplona, May 16, 2024 – EmpoWomen, an initiative aimed at empowering women entrepreneurs in widening countries, has announced the successful conclusion of its first Open Call for applications. During the Open Call period, which commenced on January 8, 2024, and concluded on March 8, 2024, **EmpoWomen received 169 applications from women-led deep tech startups from emerging market countries in wider Europe.**

This enthusiastic participation reflects the global resonance of EmpoWomen's mission to support and nurture female-led deep-tech businesses across borders.

After a rigorous selection process during the first Open Call, 11 startups led by women were chosen to participate in the transformative programme EmpoWomen. These startups hail from various corners of Europe, each bringing its unique blend of innovation, technology, and purpose to the table. Let's take a closer look at the inspiring lineup:

1. [HUGUP](#) (Poland): Revolutionizing pregnancy wellness with advanced support wear, HUGUP is a deep tech startup dedicated to enhancing the journey of expecting mothers.
2. [IPLEXMED](#) (Portugal): Offering a new generation of portable genetic diagnostic devices, IPLEXMED ensures health support is accessible anytime, anywhere.
3. [Astroteq.ai](#) (Poland): With its AI-driven earthquake forecasting system, Astroteq.ai



Funded by
the European Union



The fourth press release focused on the 2nd Open Call:

Figure 19. EmpoWomen's press release #4



Funded by
the European Union

EmpoWomen Programme Announces Second Open Call

Pamplona, Spain – September 30, 2024 – The **EmpoWomen Programme** is excited to announce the **second Open Call** for its transformative initiative, empowering women-led deep-tech startups across European emerging markets and associated countries. The programme offers a unique opportunity for startups to receive tailored acceleration, mentoring, and non-repayable funding, services, and prizes totaling up to **€1.125 million** to support their growth.

From October 1 until December 2, 2024, the Open Call for Startups will be held, giving eligible* startups a chance to join the EmpoWomen programme. During the 2nd Open Call, 14 women-led deep-tech startups will be selected.

All relevant documentation and submission forms are available on the official website: <https://empowomen.eu/open-call-programme-plan/>

Highlights from the First Open Call

During the first Open Call, **11 startups** led by women were selected to participate in the **EmpoWomen Programme**:

- **HUGUP (Poland)**: Revolutionizing pregnancy wellness with advanced support wear, HUGUP enhances the journey of expecting mothers.
- **IPLEXMED (Portugal)**: Offering portable genetic diagnostic devices, IPLEXMED ensures health support is accessible anytime, anywhere.



Funded by
the European Union



The fifth press release covered the results of the first year of the programme and featured the Demo Day held on 19.11.2024 in Helsinki:

Figure 20. EmpoWomen's press release #5



Funded by
the European Union

EmpoWomen Programme Wraps Up a Stellar First Year at Demo Day During Slush 2024

November 25, 2024 – The EmpoWomen Programme marked the conclusion of its transformative first year with an extraordinary Demo Day, held as a side event at the world-renowned conference Slush 2024 in Helsinki.

Three standout startups received the programme's top awards:

- **Noemi Zabari & Astroteq.ai** from Poland for their pioneering AI-driven earthquake forecasting system.
- **Neide Vieira, PhD & IPLEXMED** from Portugal for revolutionizing healthcare accessibility with portable genetic diagnostic devices.
- **Patrícia C. Henriques & GOTECH Antimicrobial** from Portugal for advancing healthcare with their cutting-edge antimicrobial technologies.

The esteemed jury — investors **Wendy HL. C., Sezen Gungor, Salvatore Cavallaro, and Pasi Pohjala** — faced the challenging task of selecting winners among a cohort brimming with innovation and potential. Their decisions celebrated the resilience and ingenuity of these exceptional women entrepreneurs.

Celebrating All 11 Trailblazers

The Demo Day wasn't only about awards but also about honoring the journey of all participants. The full cohort, representing diverse sectors and cutting-edge technologies, included:

- **Gamze Karanfil Kaçmaz & GMZ Enerji Sistemleri (Türkiye)**: Innovating in hydrogen

The five press releases sent during the period M1-M12 resulted in significant media coverage, leading to **84 publications** (see section - 5.2) across various media outlets and EU-funded media platforms. This extensive media reach helped raise awareness of the EmpoWomen programme, engage key stakeholders, and highlight critical milestones such as the Open Calls, selected startups, and the programme's achievements during its first year. The strategic dissemination of



Funded by
the European Union



press releases to tech media, national contact points, startup communities, and consortium partners played a crucial role in increasing visibility and establishing the programme's presence in the relevant sectors.

5.1.6. Newsletter

In the period M1-M12, the EmpoWomen programme strategically leveraged newsletters and targeted email campaigns to engage potential applicants, stakeholders, and partners. These communications were designed to effectively convey essential information about the programme, including open call details, eligibility criteria, deadlines, application processes, and clear instructions for participation.

The newsletters, sent three times throughout the period, served as one of the tools in driving awareness, encouraging applications, and fostering stronger connections with the programme's network of stakeholders.



On January 15, 2024, EmpoWomen Newsletter#1 “Empowering Women In Deep Tech Innovation” was sent. It was promoting the first Open Call lasting from January 8 till March 8, 2024, and two online events. Database included emails of 289 recipients from those who pre-registered to the programme and partners’ network. Below is an analysis of the newsletters' performance and demographic reach of the [EmpoWomen Newsletter#1](#):

Figure 21. EmpoWomen Newsletter #1

[All campaigns](#)

EmpoWomen Newsletter#1 - Empowering Women in Deep Tech Innovation sent

[Campaign Preview](#)

[HTML Source](#)

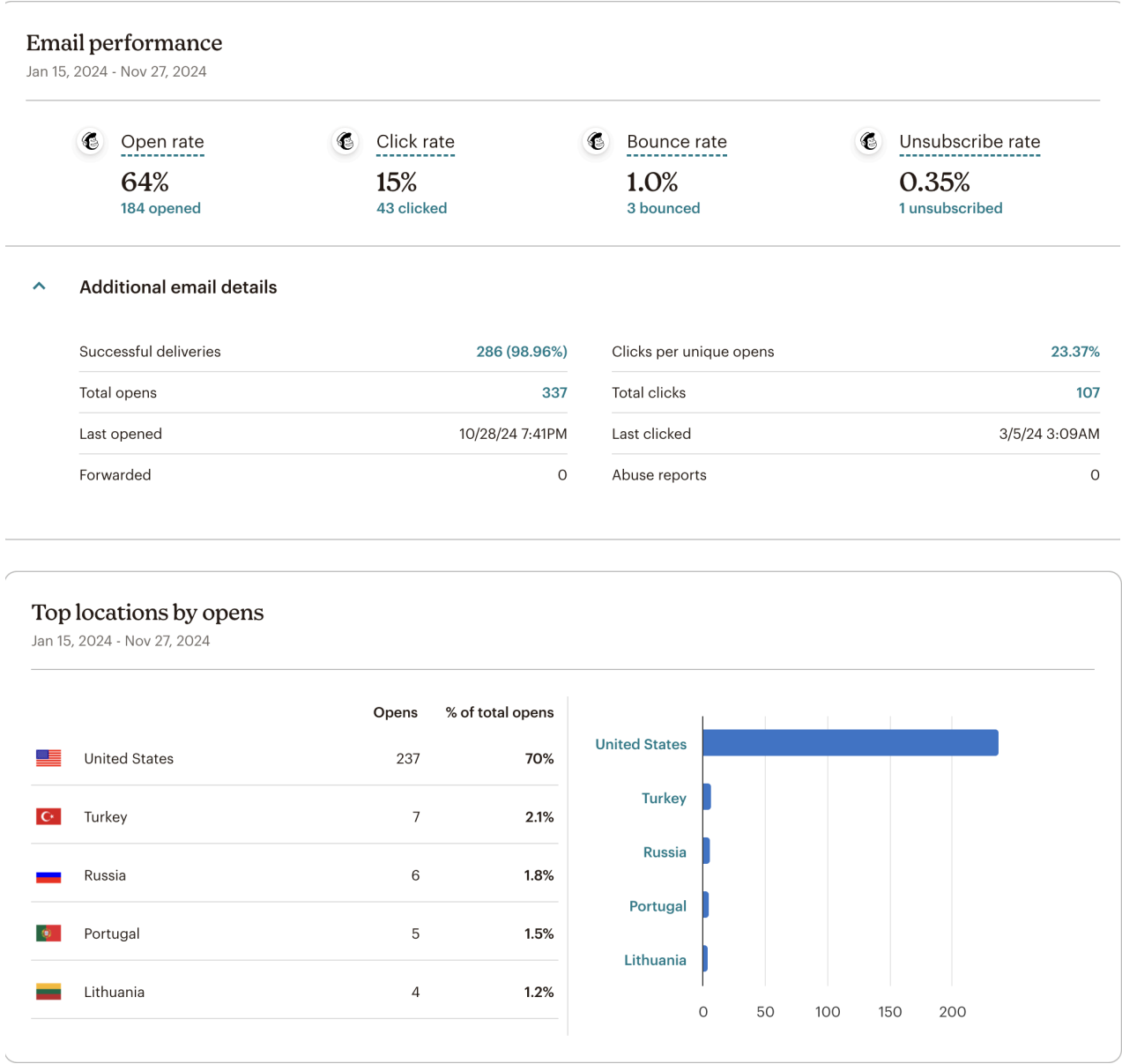
[Plain-Text Email](#)

[Details](#)





Figure 22. EmpoWomen Newsletter #1 performance





On May 8, 2024, EmpoWomen Newsletter #2 “11 Startups Selected” was sent. It was sharing the results of the first Open Call and introducing the first cohort of 11 selected startups. Database included 368 emails. Statistics of the EmpoWomen:

Figure 23. EmpoWomen Newsletter #2

EmpoWomen Newsletter#2 - 11 Startups Selected sent

[Campaign Preview](#)

[HTML Source](#)

[Plain-Text Email](#)

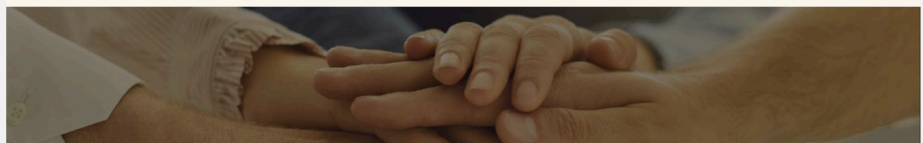
[Details](#)

11 deep-tech startups in EmpoWomen 1st cohort

A total of 169 applications were submitted by ambitious and talented women from emerging economy countries in the wider Europe* during the first Open Call of the **EmpoWomen Programme**.

We extend our heartfelt gratitude to all the women who took the time to apply. The quality and diversity of the applications have truly impressed us!

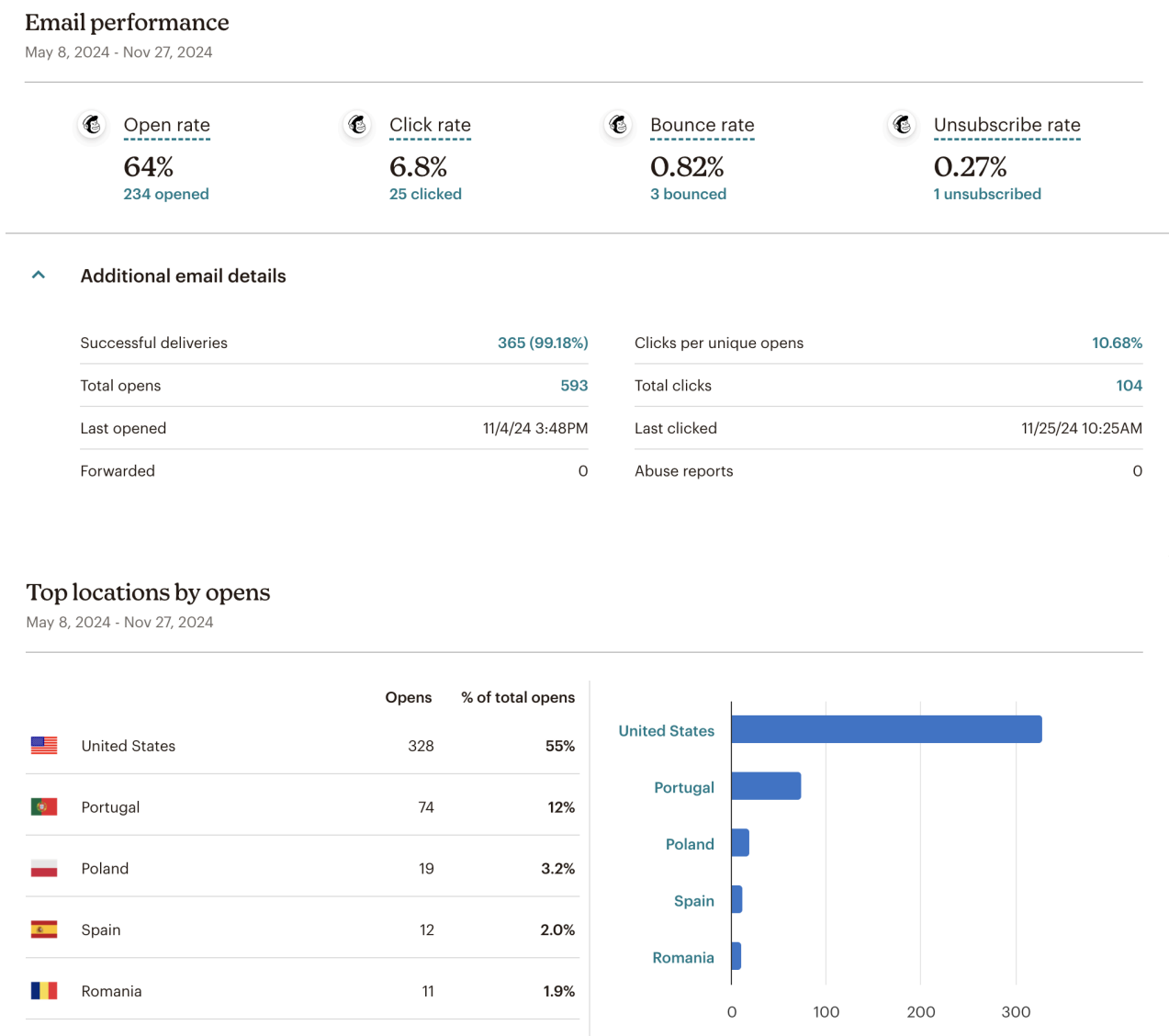
After a challenging selection process, **11 deep-tech startups were chosen to participate in the transformative programme EmpoWomen**. These startups hail from various corners of Europe, each bringing its unique blend of innovation, technology, and purpose to the table.



Funded by
the European Union



Figure 24. EmpoWomen Newsletter #2 performance





Newsletter #3 was sent on July 16, 2024, and dedicated to the interim results of the first EmpoWomen's cohort and the podcast launch:

Figure 25. EmpoWomen Newsletter #3

EmpoWomen Newsletter#3 - Success in Progress, Podcast on Air sent





Figure 26. EmpoWomen Newsletter #3 performance

Email performance

May 8, 2024 - Nov 27, 2024

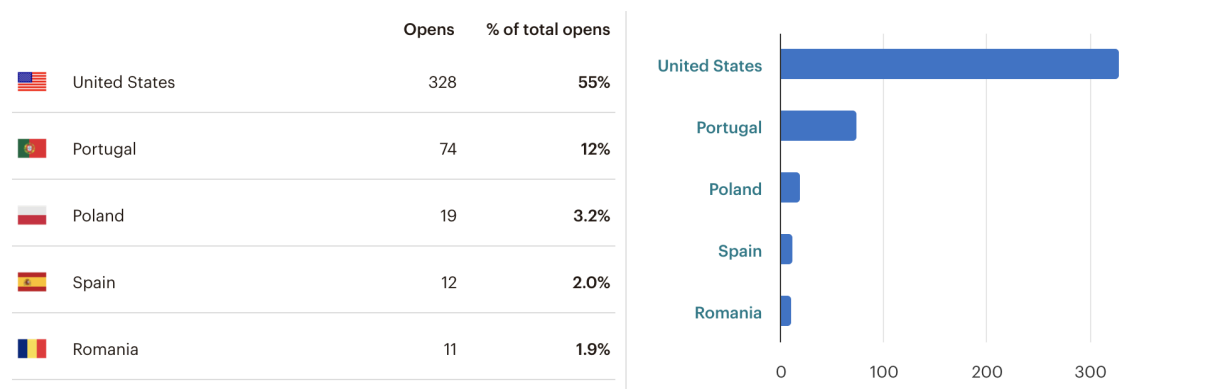


Additional email details

Successful deliveries	365 (99.18%)	Clicks per unique opens	10.68%
Total opens	593	Total clicks	104
Last opened	11/4/24 3:48PM	Last clicked	11/25/24 10:25AM
Forwarded	0	Abuse reports	0

Top locations by opens

May 8, 2024 - Nov 27, 2024



These email campaigns brought 1,017 visitors to the EmpoWomen website. At the moment, the email base of the newsletter has 476 subscribers. To subscribe to the newsletter, users can leave their e-mail address on the EmpoWomen website.



5.2. Media Clippings & Ongoing Communication Activities

As a accumulated result of mentioned above communication activities, **84 articles** mentioning EmpoWomen project were published, including **31 media platforms of the EU projects** such as EEN, NRW.Europe, Digital Skills and Jobs, and local EU platforms of such countries as Malta, Spain, Latvia, Türkiye, Czech Republic, Slovenia, Portugal, Italy, Greece.

Table 10. Activities by the Associated Partners

Media / Platform	Date	Link	EU
SPLORO	2023.11.22	LINK	
TechUkraine	2023.11.22	LINK	
Navarra Capital	2023.11.23	LINK	
STIRI FONDURI EUROPENE - Romania	2023.11.27	LINK	
Finantare.ro - Romania	2023.11.27	LINK	
FEMEVAL (Federación Empresarial Metalúrgica Valenciana)	2023.11.30	LINK	
EEN SEIMED es la parte de la Red Enterprise Europe Network que ofrece sus servicios a las pequeñas y medianas empresas de la Comunidad Valenciana y la Región de Murcia. Enterprise Europe Network (EEN)	2023.12.01	LINK	EU
https://mapa.innobasque.eus/	2023.12.01	LINK	
EURAXESS in Malta	2023.12.01	LINK	EU
SITES Ltd. – Sustainable Innovation Technologies Services is a Start-Up Company - Ireland	2023.12.01	LINK	
„Europos horizontas“ - Latvia	2023.12.01	LINK	EU
Western Balkans InfoClub	2023.12.05	LINK	EU
TÜBİTAK Ufuk Avrupa Programı	2023.12.06	LINK	EU
Startup Lithuania	2023.12.06	LINK	
http://kocaeli.gov.tr/	2023.12.12	LINK	
Scientific and Innovation Partnership Assistance Center (SIPAC) Armenia	2023.12.15	LINK	
Labs of Latvia	2024.01.03	LINK	



https://pbkik.hu/hirek/	2024.01.05	LINK	
La Oficina de Transferencia del Conocimiento (OTC, también conocida como OTRI) de la Universidad de Las Palmas de Gran Canaria	2024.01.08	LINK	
Grupo DLGS Portugal	2024.01.08	LINK	
EEN Latvia	2024.01.08	LINK	EU
StartGreen	2024.01.08	LINK	
Get OnePass	2024.01.08	LINK	EU
Ymner we want to simplify research and innovation funding. Sweden	2024.01.08	LINK	
Slovenia Rámcový program HORIZONT EURÓPA	2024.01.08	LINK	EU
https://www.dotaceeu.cz/	2024.01.08	LINK	EU
Startup Portal Serbia	2024.01.08	LINK	
Funds for NGOs is a social enterprise offering knowledge and skills to NGOs, companies and individuals worldwide to improve their resource mobilization processes and enable a sustainable environment.	2024.01.08	LINK	
The European Centre for Women and Technology (ECWT)	2024.01.08	LINK	EU
EEN Slovenia	2024.01.08	LINK	EU
NRW.Europa is funded or co-financed by the European Commission,	2024.01.08	LINK	EU
EEN Berlin	2024.01.08	LINK	EU
Navigator Consulting Group is an international consultancy specialising in business development and economic transformation in the changing global economy.	2024.01.09	LINK	
Câmara Municipal de Vila Franca de Xira - Portugal	2024.01.10	LINK	
Obzor Europa Croatia	2024.01.10	LINK LINK	
Plataforma Ambiente Portugal	2024.01.12	LINK	
https://afriwallstreet.com/	2024.01.14	LINK	
El Observatorio de la I+D+i de Canarias	2024.01.21	LINK	





Serbia Center for Information and Development	2024.01.23	LINK	
Parque Científico y Tecnológico de Castilla-La Mancha	2024.01.30	LINK	
Leganés Tecnológico	2024.01.30	LINK	
Emprenemjunts	2024.02.02	LINK	EU
Greek digital https://www.nationalcoalition.gov.gr/	2024.02.08	LINK	EU
Repubblica Digitale Italy	2024.02.08	LINK	EU
EU Digital Skills and Jobs Platform	2024.02.08	LINK	EU
Federación Provincial de la Pequeña y Mediana Empresa del Metal y Nuevas Tecnologías de las Palmas	2024.02.09	LINK	
La Oficina de Transferencia del Conocimiento (OTC, también conocida como OTRI) de la Universidad de Las Palmas de Gran Canaria	2024.02.09	LINK	
https://www.iapmei.pt/	2024.02.15	LINK	EU
START Esposende was launched, as it is an Investment Agency and Business Incubator. Portugal	2024.02.20	LINK	
Turismo Portugal	2024.02.23	LINK	
Portugal: Comissão Europeia aprovou o Programa temático Inovação e Transição Digital (COMPETE 2030)	2024.03.06	LINK	EU
TechUkraine	2024.03.27	LINK	
ANI - Agência Nacional de Inovação Portugal	2024.05.10	LINK	EU
Do IT in Poland	2024.05.21	LINK	
TechDoor Moldova	2024.05.24	LINK	
Astroteq.ai	2024.05.27	LINK	
IT Key Media	2024.05.30	LINK	
EEN Canarias	2024.10.01	LINK	EU
EU Funding & Tenders Portal	2024.10.01	LINK	EU
The Internet of Things	2024.10.01	LINK	
EIT-RIS	2024.10.01	LINK	EU
Invest Sofia	2024.10.01	LINK	





EU Mogucnosti Sebja	2024.10.01	LINK	EU
IAKOB GOGEBASHVILI TELAVI STATE UNIVERSITY Georgia	2024.10.01	LINK	
NCBR Poland	2024.10.02	LINK	
EEN Czech Republic	2024.10.02	LINK	EU
ANI - Agência Nacional de Inovação Portugal	2024.10.03	LINK	
Mreza Mira Sarajevo	2024.10.05	LINK	
Ufuk Uvrupa	2024.10.07	LINK	EU
TechUkraine	2024.10.07	LINK	
TechUkraine	2024.10.07	LINK	
Ab Ilan Turkiye	2024.10.09	LINK	
Cascadefunding.eu	2024.10.09	LINK	EU
Horizon Europe Geogia	2024.10.09	LINK	EU
Vedavyzkum Czech Republic	2024.10.11	LINK	
EEN Slovakia	2024.10.11	LINK	EU
Norgarante.pt	2024.10.22	LINK	
Eurocid PORTugal	2024.10.22	LINK	
RISMSK Czech Republic		LINK	EU
Agritech Magazine Moje Selo Bosnia and Herzegovina	2024.10.31	LINK	
ITKey Media	2024.11.07	LINK	
EEN Hungary	2024.11.08	LINK	EU
Startups & The City. eu	2024.11.17	LINK	
Inkubator Sezana Slovenia	2024.11.17	LINK	





6. Dissemination Material and Content Developed

6.1. Visuals

Visuals played a key role in the promotion and communication of the EmpoWomen programme, both online and offline. They were designed to capture attention, simplify complex information, and create a consistent brand presence across all channels. Several types of visuals were created to enhance the programme's outreach and engagement:

Infographics:

Infographics were developed to present key data and programme milestones in an easily digestible and visually appealing format. These visuals helped to:

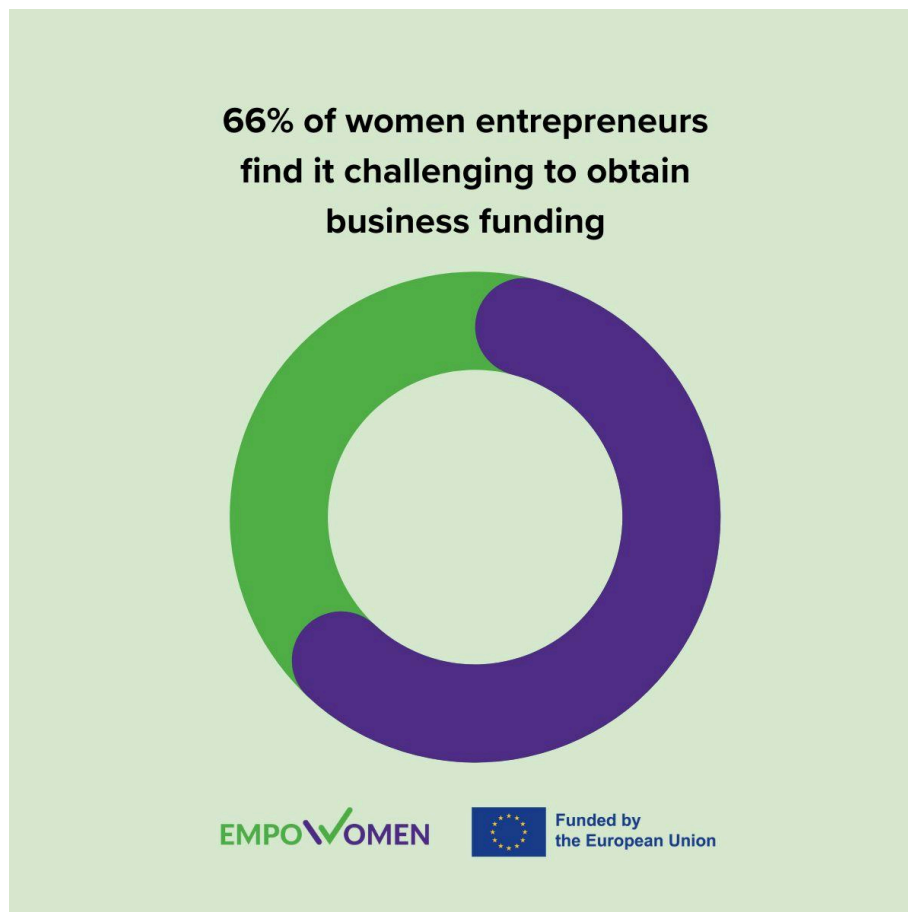
Simplify complex information: Infographics were used to break down programme details, such as eligibility criteria, open call timelines, and application processes, into easily understandable steps.

Highlight achievements: Key accomplishments, such as the number of startups supported or the success of open calls, were visually represented, making it easier for stakeholders to grasp the impact of the programme.

Audience engagement: By using clear, visually attractive layouts, infographics were shared across social media, newsletters, and presentations, ensuring the programme's messages stood out.



Figure 27. Visual with infographics



Banners:

Banners were created for both online and offline promotion to support programme visibility at events, conferences, and on digital platforms. These banners:

Online Banners: Designed for use on social media platforms, email campaigns, and the programme's website. They included concise messaging, eye-catching visuals, and a clear call to action to encourage audience participation in open calls and other programme activities.



This blog banner was published in the news section of the EmpoWomen website:

<https://empowomen.eu/15-women-led-startups/>

Figure 28. Online banner

Less than 15% of startups are founded by women



Funded by
the European Union

Despite consistent growth in the business world, women remain substantially underrepresented as entrepreneurs, particularly in Europe. In the deep-tech sector, currently valued at €700 billion, women account for only 10% of patent applications, and less than 15% of startups are founded or co-founded by women.

EmpoWomen Program, funded by the European Union through its Horizon Europe Research and Innovation, seeks to overcome the obstacles faced by women in deep-tech entrepreneurship.

Pre-registration for the program: <https://bit.ly/EmpoWOMEN>

Offline Banners (rollups) Created for distribution at events such as Podim, Slush, and Sploro's "Exploring Horizon." These banners were strategically placed at high-traffic areas during conferences and events, drawing attention to the EmpoWomen programme and encouraging engagement with attendees.



Funded by
the European Union



Figure 29. Rollup banner

€ 60,000 per startup for women in deep-tech

EmpoWomen is a 2-year programme (2024-2025) aiming to tackle the underrepresentation of women in the deep-tech sector, particularly in emerging European countries.

Equity-free funding	Access to international events (SLUSH, PODIM)
Mentorship in fundraising	Acceleration programme by Startup Wise Guys & Business Angels Europe
Demo Day #1	Open Call #2
November 19 2024 SLUSH in Helsinki	Oct 1 – Dec 2 2024

Learn more

www.empowomen.eu



Funded by
the European Union

EmpoWomen, operating within the framework of the HORIZON-CSA action and falling under the call designation HORIZON-EIC-2022-STARTUPEU-01, is a project funded under grant agreement number 101120693.



Funded by
the European Union



Social Media Graphics:

Specific social media graphics were designed for each platform (Twitter, Facebook, LinkedIn) to ensure the programme's content was optimized for engagement. These included:

Quote graphics: Featuring key programme insights, testimonials, or partner highlights.

Event promotion graphics: Announcing important programme events like open calls, Demo Day, and successful startup selections.

Engagement visuals: Encouraging followers to like, comment, and share programme updates.

Figure 30. Social media visuals





Branding Consistency: All visuals were aligned with the EmpoWomen programme's branding guidelines to maintain a cohesive visual identity across all channels. The use of the programme's colors, fonts, and logo helped establish a strong brand presence, ensuring recognizability and professionalism in all communication materials.

These visuals were essential for enhancing engagement, amplifying the programme's message, and ensuring that key information was effectively communicated to the target audience. By making complex content more accessible and visually attractive, they helped to increase the overall impact of the EmpoWomen programme's promotional efforts.

6.2. Videos

Videos played an important role in amplifying the EmpoWomen programme's visibility, driving engagement, and highlighting key milestones. Video content was used to showcase the programme's achievements, share success stories, and align with the programme's mission to empower women in tech and innovation. Below are examples of how videos were utilized:

1. Self-produced video teaser for the announcement of the first Open Call results: This video served as an exciting teaser for the programme's audience, building anticipation and highlighting the upcoming announcement of the results of the first Open Call. It was shared on LinkedIn and effectively engaged followers with a call to action to stay tuned for more updates. The video was designed to grab attention, spark curiosity, and inform the audience about the important milestone in the programme. [Watch the video here.](#)
2. Motivational video from Mattel:
A motivational video by Mattel was shared to highlight the importance of closing the gap between girls and their full potential. This video aligned perfectly with the goals and values of the EmpoWomen programme, emphasizing the importance of empowering young women and fostering inclusivity in tech. The video was not only inspirational but also reflected the programme's mission to encourage women in tech and innovation.
[Watch the video here.](#)
3. **Demo Day video:**
During the **Demo Day** in Helsinki, a video was shot to capture the **vibe and energy** of the





event, which celebrated the achievements of the first cohort of the EmpoWomen programme. This video will be uploaded to all communication channels of the EmpoWomen programme, and showcase the inspiring presentations, success stories, and the enthusiasm of the participants. It serves as a powerful visual reminder of the programme's impact and the exciting potential of the startups that have benefited from EmpoWomen. The video will be used to inspire future applicants, partners, and stakeholders, while also serving as a promotional tool for the next cohort of startups. [Watch the video here.](#)

These videos were essential in fostering an emotional connection with the audience, sharing the programme's progress, and promoting its values. The use of dynamic visuals helped enhance the overall communication strategy, making it more impactful and engaging for all stakeholders involved.

6.3. Podcasts

EmpoWomen Podcast: Showcasing Women-Led Deep-Tech Innovation

EmpoWomen Podcast aimed at highlighting the journeys and achievements of 11 women-led deep-tech startups from the inaugural EmpoWomen cohort. The podcast utilized a dynamic storytelling approach, with each episode exploring the personal and professional journeys of the leaders behind these groundbreaking startups. Key themes included:

- How it all began: The origins of their entrepreneurial ventures and the inspiration behind their innovations.
- What makes their technology unique: Detailed insights into the transformative potential of their solutions and their impact on industries.
- Challenges for women entrepreneurs: Honest discussions on navigating barriers, overcoming biases, and building resilience in the deep-tech sector.
- Experiences within the EmpoWomen Programme: Reflections on the support, mentorship, and opportunities offered by the initiative, highlighting its role in empowering participants to scale their ventures.





The [EmpoWomen Podcast, now streaming on Spotify](#), successfully showcased the significant role of women entrepreneurs in shaping the future of deep-tech innovation. By sharing their stories, the podcast contributed to fostering awareness, inspiring future leaders, and creating a broader understanding of the challenges and achievements of women in this field.

Figure 31. EmpoWomen podcast. Episode #1



[LINK](#)

The entrepreneurial journey of [Noemi Zabari](#) and the Polish startup [AstroTeq.ai](#) that focuses on observation and prediction of earthquakes. Noemi Zabari is an astrophysicist, winner of many awards, member of the National Space Technology Cluster, co-leader of the space-seismic research group of the CREDO project, entrepreneur, and co-founder of AstroTeq.ai. Episode Notes:

1. AstroTeq.ai Investor Pitch by Noemi Zabari
2. Earthquakes in numbers
3. The secret sauce of AstroTeq.ai technology
4. Role of AI and Machine Learning in the Innovation of AstroTeq.ai
5. AstroTeq.ai's Working Culture
6. Challenges for Women Leaders
7. AstroTeq.ai's Goal for 2025



Figure 32. EmpoWomen podcast. Episode #2



[LINK](#)

[Prakseda Mineikiene](#), CEO, Co-founder of health-tech startup [INNOSENSUS](#) from Lithuania which is developing a personal biosensor for gluten detection.

Episode Notes:

1. INNOSENSUS's Investor Pitch
2. The ruined vacation in Greece
3. Why Gluten is dangerous?
4. Importance of good mentorship
5. Being inside of the EmpoWomen
6. Why you should apply for a second Open Call
7. How dared this investor to say that?



Figure 33. EmpoWomen podcast. Episode #3



[LINK](#)

The entrepreneurial journey of [Natalia Dernicka](#), Co-Founder & CEO at the startup [Heilo](#) from Poland. Heilo is developing an anti-smog cover baby strollers with air purification function.

Episode Notes:

1. Heilo's Investor Pitch
2. Right name for a startup
3. Power of community & Role of family for a startup
4. Most polluted cities
5. Being inside of EmpoWomen Programme
6. About the importance of not losing your focus and values
7. An investor as a man in glasses and low voice
8. How female entrepreneurship contributes to a society



Figure 34. EmpoWomen podcast. Episode #4



[LINK](#)

The startup journey of [Aliona Levca](#), Co-Founder and CEO at [Pinky Cybersafe](#), from Moldova.

Pinky CyberSafe is enhancing cybersecurity awareness for SMEs and utilizes AI-driven solutions to fortify digital defenses.

Episode Notes:

1. Investor Pitch
2. The latest hackers' attacks
3. 53% SME's are being hacked
4. [Dark Reading Portal](#) is worth following
5. Solar Wind Attack
6. Obstacles are not for women, but rather for a product
7. We need more women in cybersecurity due to the way of thinking
8. Being inside of EmpoWomen
9. Lack of cybersecurity companies



Figure 35. EmpoWomen podcast. Episode #5



[LINK](#)

[Dorota Dardzińska](#) & [Jakub Kaczmarek](#) from Polish startup [IQ Biozoom](#), improving personal health management through non-invasive diagnostic tests.

Episode Notes:

1. Investor Pitch
2. How does IQ Biozoom work
3. Business model of IQ Biozoom
4. Revolution in semi-conductors
5. Women in science
6. Being inside of the EmpoWomen
7. Looking for partners at universities



Figure 36. EmpoWomen podcast. Episode #6



[LINK](#)

Interview with Associate Professor Dr. [Gamze Karanfil Kacmaz](#), founder of [GMZ Enerji](#) from Türkiye.

GMZ Enerji is developing High Performance Nanofiber membranes for Hydrogen Fuel Cell/Electrolyzer Systems.

Episode Notes:

1. About GMZ Enerji in 60 seconds
2. Hydrogene Market
3. Dream Team
4. Difficulties for women entrepreneurs in Türkiye
5. Pijama Party at EmpoWomen



Figure 37. EmpoWomen podcast. Episode #7



[LINK](#)

[Sława Madelska](#) from Poland, revolutionizing pregnancy wellness with advanced support wear [HUGUP](#). It's a deep tech startup dedicated to enhancing the journey of expecting mothers.

Episode Notes:

1. Lifting women up with HUGUP
2. Space technologies for pregnancy
3. Switching fear and worry into curiosity and constant openness
4. Insights caught inside of EmpoWomen Programme
5. Poland is a great place for women entrepreneurs, look at [Entrepreneurs' organization](#)

Figure 38. EmpoWomen podcast. Episode #8



[LINK](#)

Meet [Patrícia Henriques](#), co-founder of [GOTECH Antimicrobial](#) from Portugal, fighting medical device infections, developing cutting-edge antimicrobial technologies, advancing healthcare outcomes.

Episode Notes:

1. Disinfection issue in healthcare
2. Two co-founders can manage everything, but focus is a key
3. Role of mentorship and EmpoWomen Programme
4. Life cycle of product - great insight from EmpoWomen programme



Figure 39. EmpoWomen podcast. Episode #9



[LINK](#)

The interview with [Annija Emerson](#), founder of [P-Agro Minerals](#) from Latvia.

P-Agro develops and manufactures an environmentally friendly mineral material called Letonite, specifically designed to facilitate phosphorus (P) recovery from wastewater.

Episode Notes:

1. Letonine technology / Water waste
2. Science in business
3. Looking for partners eager to test
4. Building women-tech community in Latvia



Figure 40. EmpoWomen podcast. Episode #10



[LINK](#)

The interview with [Jenny Romano](#), co-founder and CEO at [The Newsroom](#) from Portugal.

The Newsroom is tackling misinformation and filtering bubbles in news consumption, leveraging AI-powered technology to promote informed discourse and critical thinking.

Episode Notes:

1. AI technology for news validation
2. Fake news in geopolitics and climate change
3. How to deal with "Oh, you're a girl" in business



Figure 41. EmpoWomen podcast. Episode #11



[LINK](#)

The interview with [Neide Vieira](#), PhD, co-founder & CBO at [IPLEXMED](#) from Portugal.

IPLEXMED is developing a new generation of portable genetic diagnostic devices, ensuring health support is accessible anytime, anywhere.

Episode Notes:

1. Hackathon that brought researchers together
2. Biology + Digital = IPLEXMED
3. Four Co-founders' Synergy
4. Empowerment with EmpoWomen



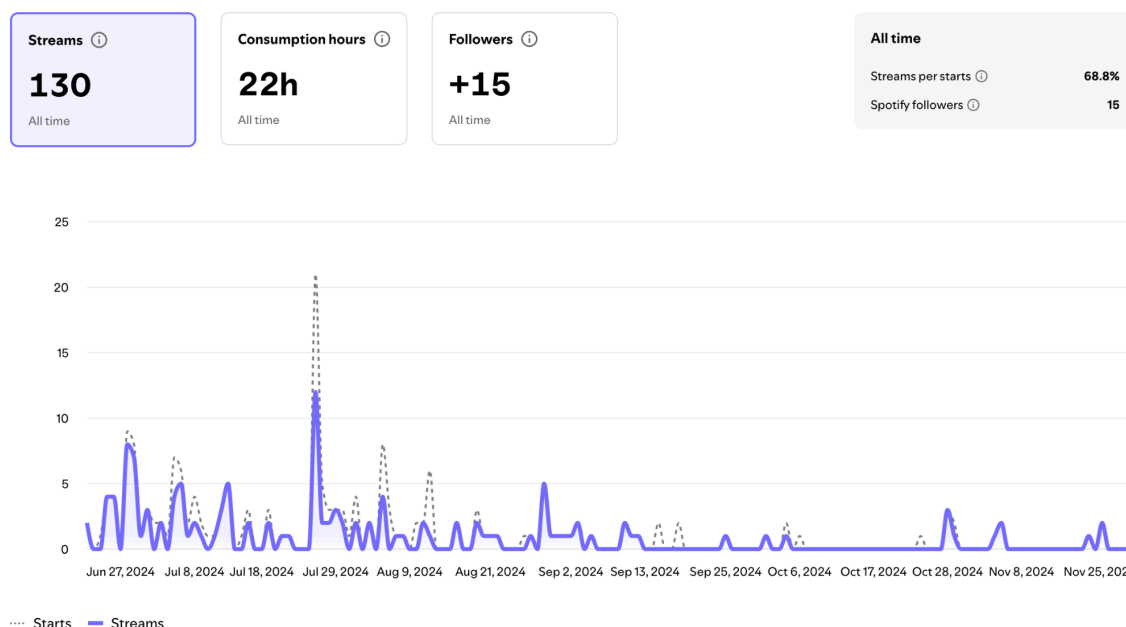
The EmpoWomen Podcast has achieved steady engagement since its launch, reflecting growing interest in the stories of women-led deep-tech startups. Below is a summary of the podcast's performance metrics:

- **Streams:** The podcast recorded streams across all platforms, with Spotify being the primary platform for listeners.
- **Consumption Hours:** A total of **22 hours** of content consumption has been recorded, highlighting meaningful engagement with the episodes.
- **Spotify Followers:** The podcast gained 15 followers on Spotify, indicating an emerging dedicated listener base.
- **Streams per Start:** With a 68.8% streams-per-start rate, the podcast demonstrated strong retention, with most listeners continuing episodes after starting them.
- **Plays per Episode:** Each episode recorded an average of 2 plays, showcasing consistent interest in the stories presented.

The podcast's performance reflects the initial impact of this new initiative, setting a foundation for further growth and reach in subsequent seasons. These metrics underscore the value of amplifying the voices of women entrepreneurs in deep-tech and emphasize the potential for expanding audience engagement in the future.



Figure 42. EmpoWomen podcast analytics 1



The audience demographics of the EmpoWomen Podcast provide valuable insights into its reach and resonance among listeners. The primary audience is predominantly female, accounting for 71.4% of the total listeners.

In terms of age distribution, the audience is exclusively within the 35-44 age group, reflecting strong engagement from professionals and individuals likely aligned with the themes of entrepreneurship, deep-tech innovation, and women-led leadership.

These statistics indicate the podcast's success in reaching a targeted demographic, particularly women within a key professional age group, emphasizing its relevance and appeal to the intended audience. This data serves as a foundation for tailoring future content and outreach strategies to further engage and expand this core listener base.



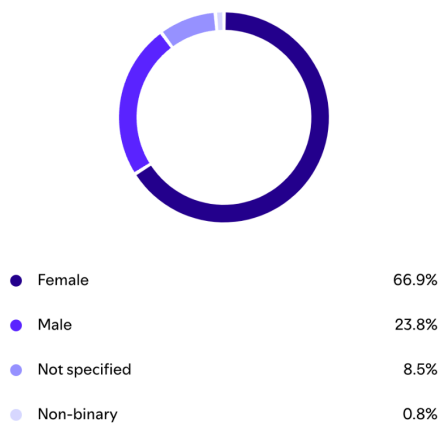


Figure 43. EmpoWomen podcast analytics 2

🎧 Spotify audience demographics

All time

Gender



Age

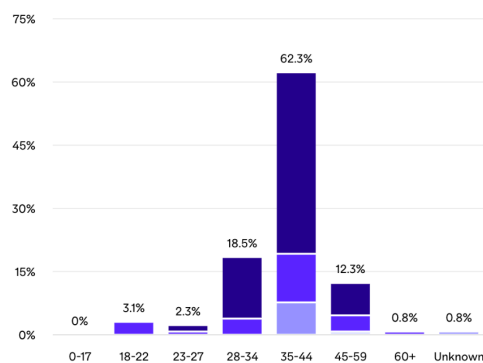
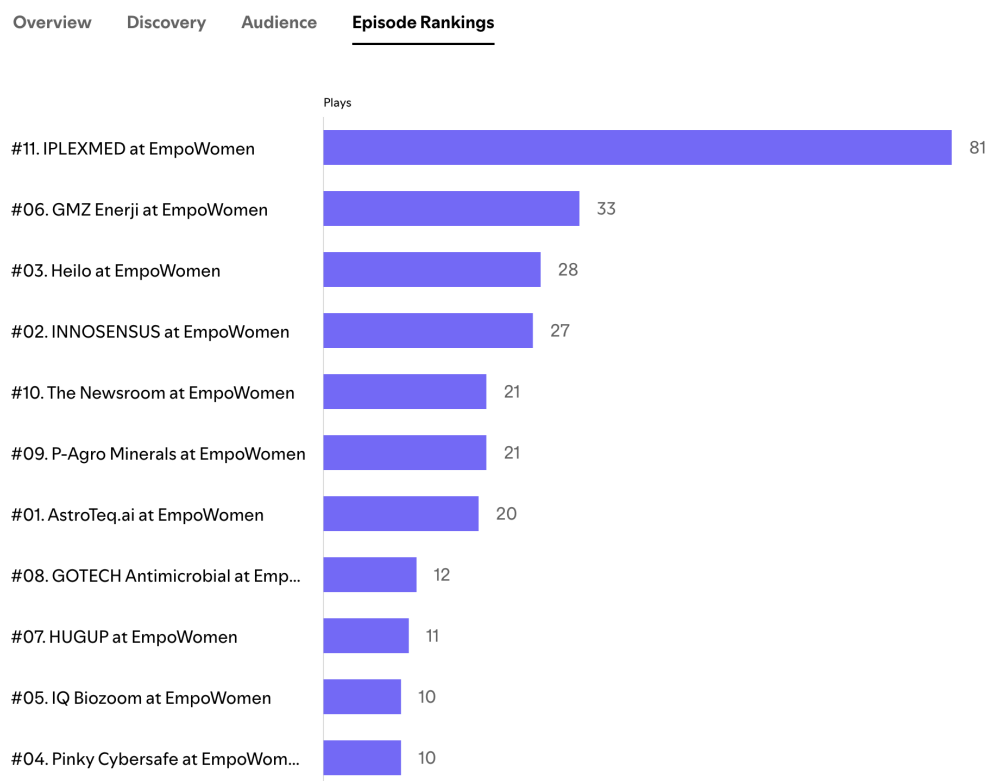




Figure 44. Top episodes of the EmpoWomen podcast



To extend the reach of these stories, each episode was transcribed into text, and the interviews were published on the official website of the EmpoWomen Programme: <https://empowomen.eu/news/>

As an ongoing platform, the podcast will allow listeners to discover the show over time and enjoy in-depth interviews with key stakeholders, programme participants, and industry experts. This will provide a continuous stream of fresh content that can be accessed at the listener's convenience, making it an ideal format for building long-term engagement.

The podcast will be developed to showcase stories of success, challenges overcome, and key lessons learned, allowing the audience to connect with the programme in a deeper way.





As we plan to engage the first EmpoWomen cohort in the second year of the programme alumnis, they will share their journeys, experiences, and advice for newcomers. Their involvement will provide mentorship and guidance, making the podcast even more relevant and valuable to future participants. With this peer-to-peer engagement, interest in the podcast is expected to grow, attracting not only those directly involved with EmpoWomen but also a wider audience of women entrepreneurs and innovators.

6.4. Presentations

A comprehensive presentation template was created for **consortium partners** to provide them with a cohesive and professional way to present the EmpoWomen programme. This template ensures that all partners are aligned in their messaging, highlighting the programme's goals, activities, and achievements.

Figure 45. EmpoWomen presentation template





Additionally, a separate programme presentation was designed specifically for associated partners and startup communities, enabling them to easily present and promote the EmpoWomen programme at their own events and activities. This tool allows for a unified presentation across various stakeholders, strengthening the programme's visibility and outreach.

Figure 46. EmpoWomen presentation for partners and startup communities



6.5. Printed materials

As part of the EmpoWomen programme's outreach strategy, a set of printed materials was developed to promote the programme at various events and conferences. Overall, 1,500 printed copies were distributed.

Among these materials, a printed flyer was created to provide a concise and visually engaging overview of the programme, its goals, and how interested parties could get involved. The flyer highlights key programme details, including open calls, eligibility criteria, and the benefits for startups and partners.



Figure 47. EmpoWomen flyer



The flyer has been actively distributed at a number of prominent events attended by the programme's partners. Notable instances include:

- **Podim Conference:** The flyer was shared with participants to raise awareness about the programme and encourage applications.
- **Sploro's "Exploring Horizon" Event:** At this event, the flyer was used to engage attendees and generate interest in the programme's opportunities.
- **Slush Conference:** As one of the largest startup events in Europe, the flyer was distributed to a diverse audience of innovators, entrepreneurs, and investors, helping to amplify the programme's visibility.

These printed materials have proven to be an effective tool for direct engagement at key industry events, helping to raise the profile of the EmpoWomen programme and attract new applicants, partners, and stakeholders.



Summary of the provided communication activities:

The communication efforts to promote the EmpoWomen across 32 targeted regions enhanced visibility and engagement for the programme. All utilized tools, along with detailed analytics, provided valuable insights that helped refine the communication strategy for the second year of the EmpoWomen programme. They ensured that the programme reached a wide audience, engaged stakeholders effectively, and supported the programme's objectives across the targeted regions.

7. KPIs Overview

Communication & dissemination activities were monitored and evaluated according to a set of quantitative and qualitative success indicators. The evaluation of communication activities determined the degree to which the communication objectives have been reached, and the relationship between the outcomes and the efforts made to reach the goals. This analysis helps the project to better understand facilitators and barriers to successful communication and will serve to refine the communication activities accordingly. These indicators comprise:

Table 11. KPIs target and value in M6 and M12

KPI	Target	Value M6 May 2024	Value M12 November 2024
No. of unique visitors (monthly average) website	300	4,000 650 per month	19,000 1,500 per month 158K impressions
Impressions in social media: average	5k/month	9,760 per month	86,621 by Nov 2024 7,218 per month
Size of our online community	>3k followers	1,184 LinkedIn - 1,106 Facebook - 60 Twitter (X) - 18	1,785 LinkedIn - 1,673 Facebook - 84 Twitter (X) - 28
Total reach (impressions by the end of the project)	120,000	58,603 by May 2024	86,621 - LinkedIn 4.600 - Facebook 4.480 - X



			= 95,701 by November 2024
No. of webinars organized	30	3	21
Events attended to promote the open call:	15	3	7
No. of external events to participate	5	1	6
No. of self-organised events	10	2	3
No. of matchmaking events organized	4	0	0
No. of tech talks (female founder's podcasts) created	20	in progress, 11 episodes to be delivered in period M7-M12	11 episodes
Publications at Startup Europe Club:	10	0	0
Collaborations with StartupEU projects	10 actions	0	5
Clipping/publications coverage	30	50	84
No. of newsletters contributed/released	6	2	4
No. of press releases	6	3	5
No. success stories generated and promoted (end of the project)	18	-	11
No. of hard copies (i.e., flyers) distributed	2500	750	1500

The communication and dissemination activities of the EmpoWomen programme were evaluated using key performance indicators (KPIs). The analysis shows significant progress in several areas while highlighting opportunities for improvement. Below is a summary of achievements, with progress expressed as a percentage of the overall target:



1. **Website Performance:**

- Unique Visitors (Monthly Average): Target: 300 | Achieved: 1,500/month (Progress: 500%)
- Total Visitors: Target: 19,000 | Achieved: 19,000 (Progress: **100%**)

2. **Social Media Impact:**

- Impressions: Target: 120,000 (project end) | Achieved: 87,076 by November 2024 (Progress: **72.6%**)
- Monthly Average Impressions: Target: 5,000/month | Achieved: 7,218/month (Progress: **144%**)
- Online Community Growth (Followers): Target: 3,000 | Achieved: 1,785 (Progress: **59.5%**)

3. **Event Participation and Organization:**

- Events Attended to Promote Open Calls: Target: 15 | Achieved: 7 (Progress: **46.7%**)
- Self-organized Events: Target: 10 | Achieved: 3 (Progress: **30%**)
- Matchmaking Events: Target: 4 | Achieved: 0 (Progress: **0%**)

4. **Podcast Creation:**

- Tech Talks Episodes: Target: 20 | Achieved: 11 (Progress: **55%**)

5. **Media and Publications:**

- Media Clippings/Press Coverage: Target: 30 | Achieved: 84 (Progress: **280%**)
- Newsletters: Target: 6 | Achieved: 4 (Progress: **67%**)
- Press Releases: Target: 6 | Achieved: 5 (Progress: **83%**)

6. **Printed Materials Distribution:**

- Flyers Distributed: Target: 2,500 | Achieved: 1,500 (Progress: **60%**)

Key Insights and Recommendations

- **Strong Areas:** Exceptional performance in website traffic (500% progress), media clippings (280% progress), and social media impressions (144% progress). These results indicate effective communication efforts and audience engagement.
- **Areas for Improvement:** Online community growth (59.5%), event participation (46.7%), and podcast creation (55%) show progress but require focused efforts to achieve targets.





Matchmaking events (0% progress) remain a priority for the upcoming year.

- **Next Steps:** The programme should aim to close the gaps in event participation, foster collaborations, and enhance podcast content to meet audience demand and engagement goals.

This progress report reflects a strong foundation for the EmpoWomen programme while identifying areas for targeted development to fully achieve its communication objectives.

8. Next Steps: Progress in the Exploitation of the Results

To maximize the impact of the EmpoWomen programme and ensure its sustainability, several key steps have been identified to further exploit the results and enhance outreach:

1. Expand Programme Reach:

- **Work with National Contact Points (NCPs):** Focus on promoting the programme in regions identified as blind zones to expand the geographical reach.
- **Launch Instagram:** Introduce this platform to connect with a broader audience, particularly younger demographics, and visually engage the startup and entrepreneurial community.

2. Amplify Alumni and Mentor Engagement:

- **Interviews with Alumni and Mentors:** Showcase success stories and insights from alumni and mentors to inspire prospective participants and stakeholders.
- **Club of Alumni:** Establish a community where alumni from the first EmpoWomen cohort can actively contribute as mentors, fostering a collaborative ecosystem that supports future cohorts.
- **Share News and Milestones:** Regularly highlight the achievements and progress of alumni to build credibility and maintain momentum.

3. Enhance Networking Opportunities:

- **Organize Matchmaking Events:** Prioritize these events to foster connections between startups, investors, and mentors, filling a key gap from the first year.





- **Collaboration on Self-organized Events and Webinars:** Work closely with consortium and associated partners to co-host events that enhance visibility and impact.

4. **Strengthen EU-Level Collaboration:**

- **Clustering Events:** Seek assistance with EU-level clustering events to position the programme alongside other EU-funded initiatives, leveraging synergies for broader exposure.

5. **Support Applicants in Widening Countries:**

- **Boost English Proficiency:** Develop resources and support to help applicants in widening countries overcome language barriers, ensuring equitable access to the programme.
- **National Workshops:** Host workshops to guide applicants through the application process for EmpoWomen and other EU-funded opportunities, simplifying access and fostering participation.

These next steps are aimed at reinforcing the programme's outreach, building a robust alumni network, and ensuring sustainable growth and engagement in the targeted regions. By addressing current gaps and exploring new avenues for collaboration, EmpoWomen can continue to drive meaningful impact for women in tech and entrepreneurship.





9. Conclusions

The EmpoWomen Programme's Annual Report on Dissemination and Communication Activities showcases significant strides made in the first year to establish a robust foundation for communication, engagement, and outreach. The report highlights the methodologies, tools, and collaborative efforts deployed to promote the programme across 32 targeted regions and achieve its mission of empowering women entrepreneurs in the deep-tech ecosystem. **Key Achievements:**

- **Awareness Building:** Effective communication strategies, including press releases, newsletters, visuals, videos, and printed materials, have raised visibility and interest in the programme.
- **Media Impact:** The programme achieved an impressive 280% progress in media clippings, significantly surpassing expectations.
- **Digital Engagement:** Outstanding performance in website traffic (500% progress) and social media impressions (144% progress) reflects strong engagement with target audiences.

Areas for Further Development:

While several KPIs surpassed their targets, certain areas such as matchmaking events, community growth, and self-organized events require increased focus. These gaps offer valuable insights for refining strategies and ensuring comprehensive achievement of objectives.

Building on this momentum, the programme plans to extend its reach into blind zones, engage alumni and mentors as key advocates, and enhance its presence through Instagram and other communication channels. Continued efforts to organize matchmaking events, foster EU-level collaborations, and support underrepresented regions will further strengthen the programme's impact.

This first-year review demonstrates the EmpoWomen Programme's commitment to fostering an inclusive, innovative, and impactful environment for women-led startups. The communication and dissemination activities have laid the groundwork for long-term success, and the programme is poised to scale its achievements in the coming year and on.



Annex 1 - EmpoWomen's LinkedIn: Detailed Analytics in M1-M12

Table 12. EmpoWomen's LinkedIn: Detailed Analytics in M1-M12

Post link	Created date	Impressions	Clicks	Likes	Comments	Reposts	Engagement rate
https://www.linkedin.com/feed/update/urn:li:activity:7146147864715456513	12/28/2023	608	54	9	1	1	0.1069078967
https://www.linkedin.com/feed/update/urn:li:activity:7143909842812915712	12/22/2023	724	26	13	0	1	0.05524861813
https://www.linkedin.com/feed/update/urn:li:activity:7141028393281662977	12/14/2023	270	3	16	0	1	0.07407407463
https://www.linkedin.com/feed/update/urn:li:activity:7137424201228935168	12/04/2023	642	68	18	0	2	0.1370716542
https://www.linkedin.com/feed/update/urn:li:activity:7266483458049277952	11/24/2024	206	10	6	0	0	0.07766990364
https://www.linkedin.com/feed/update/urn:li:activity:7265666451536048129	11/22/2024	102	5	5	0	0	0.09803921729
https://www.linkedin.com/feed/update/urn:li:activity:7265244401596071936	11/21/2024	398	23	15	0	0	0.09547738731
https://www.linkedin.com/feed/update/urn:li:activity:7265016486941913089	11/20/2024	1650	996	66	9	9	0.6545454264
https://www.linkedin.com/feed/update/urn:li:activity:7264550178894876672	11/19/2024	1029	62	39	1	9	0.1078717187
https://www.linkedin.com/feed/update/urn:li:activity:7264377237947228161	11/18/2024	1265	494	45	3	3	0.4308300316
https://www.linkedin.com/feed/update/urn:li:activity:7263135106733666304	11/15/2024	574	16	21	1	2	0.06968641281

https://www.linkedin.com/feed/update/urn:li:activity:7262819440033980418	11/14/2024	493	47	6	0	0	0.1075050682
https://www.linkedin.com/feed/update/urn:li:activity:7262022662162432000	11/12/2024	257	14	6	0	2	0.08560311049
https://www.linkedin.com/feed/update/urn:li:activity:7261680440606932992	11/11/2024	260	19	6	0	0	0.09615384787
https://www.linkedin.com/feed/update/urn:li:activity:7260598325333151744	11/08/2024	795	46	19	0	8	0.09182389826
https://www.linkedin.com/feed/update/urn:li:activity:7260249200943132672	11/07/2024	547	38	33	2	3	0.1389396638
https://www.linkedin.com/feed/update/urn:li:activity:7259523252014747651	11/05/2024	957	70	12	0	4	0.08986415714
https://www.linkedin.com/feed/update/urn:li:activity:7257695526433738752	10/31/2024	250	5	5	0	0	0.03999999911
https://www.linkedin.com/feed/update/urn:li:activity:7256976444105314308	10/29/2024	1481	55	26	1	6	0.05941931158
https://www.linkedin.com/feed/update/urn:li:activity:7255930303083409409	10/26/2024	212	3	1	0	0	0.01886792481
https://www.linkedin.com/feed/update/urn:li:activity:7255544400867409921	10/25/2024	522	26	12	0	4	0.08045977354
https://www.linkedin.com/feed/update/urn:li:activity:7254734950732640257	10/23/2024	241	4	0	0	0	0.01659751125
https://www.linkedin.com/feed/update/urn:li:activity:7254047553988530176	10/21/2024	504	25	13	0	1	0.07738095522
https://www.linkedin.com/feed/update/urn:li:activity:7252612837276041216	10/17/2024	580	22	13	0	3	0.06551723927



https://www.linkedin.com/feed/update/urn:li:activity:7252232326686855168	10/16/2024	206	6	4	0	1	0.05339805782
https://www.linkedin.com/feed/update/urn:li:activity:7251631342256291841	10/14/2024	1088	479	22	0	9	0.46875
https://www.linkedin.com/feed/update/urn:li:activity:7250452410437881856	10/11/2024	434	14	12	0	0	0.05990783498
https://www.linkedin.com/feed/update/urn:li:activity:7249802608868024324	10/09/2024	624	30	9	0	3	0.06730769575
https://www.linkedin.com/feed/update/urn:li:activity:7247890914088521728	10/04/2024	711	48	16	2	11	0.108298175
https://www.linkedin.com/feed/update/urn:li:activity:7247508985921114112	10/03/2024	445	27	2	0	0	0.0651685372
https://www.linkedin.com/feed/update/urn:li:activity:7246841324664934401	10/01/2024	1670	129	47	2	21	0.1191616803
https://www.linkedin.com/feed/update/urn:li:activity:7246403833101209600	09/30/2024	1595	103	27	1	7	0.08652037382
https://www.linkedin.com/feed/update/urn:li:activity:7244934133330628608	09/26/2024	958	186	14	2	2	0.2129436284
https://www.linkedin.com/feed/update/urn:li:activity:7242186689039785985	09/18/2024	767	74	15	1	10	0.1303780973
https://www.linkedin.com/feed/update/urn:li:activity:7238889521210109953	09/09/2024	424	15	7	2	1	0.05896226317
https://www.linkedin.com/feed/update/urn:li:activity:723740673117490176	09/05/2024	1143	58	42	2	3	0.09186352044
https://www.linkedin.com/feed/update/urn:li:activity:7237029305438875648	09/04/2024	334	10	4	0	1	0.04491018131



https://www.linkedin.com/feed/update/urn:li:activity:7236277650091081728	09/02/2024	727	30	23	0	5	0.07977991551
https://www.linkedin.com/feed/update/urn:li:activity:7235209031726886912	08/30/2024	1131	14	66	1	5	0.07603890449
https://www.linkedin.com/feed/update/urn:li:activity:7234480405968506880	08/28/2024	195	2	5	0	0	0.03589743748
https://www.linkedin.com/feed/update/urn:li:activity:7234263863335043074	08/27/2024	698	87	13	1	0	0.1446991414
https://www.linkedin.com/feed/update/urn:li:activity:7234135533923307520	08/27/2024	792	24	24	0	1	0.06186868623
https://www.linkedin.com/feed/update/urn:li:activity:7232652749417439233	08/23/2024	175	4	1	0	0	0.02857142873
https://www.linkedin.com/feed/update/urn:li:activity:7231615979145895936	08/20/2024	218	8	2	0	0	0.04587155953
https://www.linkedin.com/feed/update/urn:li:activity:7230098472530583552	08/15/2024	915	40	27	0	2	0.07540983707
https://www.linkedin.com/feed/update/urn:li:activity:7229062983933394944	08/13/2024	213	4	2	0	0	0.02816901356
https://www.linkedin.com/feed/update/urn:li:activity:7227574061139132416	08/09/2024	1585	51	63	2	1	0.07381703705
https://www.linkedin.com/feed/update/urn:li:activity:7226243234748891136	08/05/2024	196	15	1	0	1	0.08673469722
https://www.linkedin.com/feed/update/urn:li:activity:7225055087058931715	08/02/2024	273	13	12	2	0	0.09890110046
https://www.linkedin.com/feed/update/urn:li:activity:7224749142575595520	08/01/2024	172	5	2	0	0	0.0406976752

https://www.linkedin.com/feed/update/urn:li:activity:7223205546340810752	07/26/2024	215	4	1	0	0	0.02325581387
https://www.linkedin.com/feed/update/urn:li:activity:7222513236791746560	07/26/2024	261	16	7	0	3	0.09961685538
https://www.linkedin.com/feed/update/urn:li:activity:7219969989305393153	07/19/2024	1035	42	33	2	1	0.07536231726
https://www.linkedin.com/feed/update/urn:li:activity:7218629198632919040	07/15/2024	1199	468	21	3	3	0.412844032
https://www.linkedin.com/feed/update/urn:li:activity:7217441462081232897	07/12/2024	923	36	33	0	3	0.07800649852
https://www.linkedin.com/feed/update/urn:li:activity:7216800104203100163	07/10/2024	515	38	31	2	2	0.141747579
https://www.linkedin.com/feed/update/urn:li:activity:7214875210276040707	07/05/2024	1456	102	41	4	2	0.1023351625
https://www.linkedin.com/feed/update/urn:li:activity:7214549005219840000	07/04/2024	2872	142	83	3	1	0.07973537594
https://www.linkedin.com/feed/update/urn:li:activity:7214192083924840448	07/03/2024	327	11	6	0	0	0.05198776722
https://www.linkedin.com/feed/update/urn:li:activity:7213493761358647296	07/01/2024	1033	26	36	3	0	0.0629235208
https://www.linkedin.com/feed/update/urn:li:activity:7212393304250847232	06/28/2024	1863	68	73	1	2	0.07729468495
https://www.linkedin.com/feed/update/urn:li:activity:7212082033508941824	06/27/2024	1785	106	44	7	3	0.08963585645
https://www.linkedin.com/feed/update/urn:li:activity:7211308242046447617	06/25/2024	1474	56	50	7	3	0.07869742066

https://www.linkedin.com/feed/update/urn:li:activity:7209898406654185473	06/21/2024	272	40	10	0	0	0.1838235259
https://www.linkedin.com/feed/update/urn:li:activity:7208790794088964096	06/18/2024	1603	124	45	6	4	0.1116656289
https://www.linkedin.com/feed/update/urn:li:activity:7207309704685903873	06/14/2024	295	11	5	0	0	0.05423728749
https://www.linkedin.com/feed/update/urn:li:activity:7206304487534243840	06/11/2024	1218	28	42	7	1	0.06403940916
https://www.linkedin.com/feed/update/urn:li:activity:7204502206140542976	06/06/2024	294	35	8	0	0	0.1462585032
https://www.linkedin.com/feed/update/urn:li:activity:7203714098222563328	06/04/2024	344	15	8	0	1	0.06976744533
https://www.linkedin.com/feed/update/urn:li:activity:7203355117826281473	06/03/2024	848	27	32	1	3	0.07429245114
https://www.linkedin.com/feed/update/urn:li:activity:7202250176986566656	05/31/2024	1332	39	24	2	3	0.05105105042
https://www.linkedin.com/feed/update/urn:li:activity:7199768841650872322	05/24/2024	798	25	26	1	1	0.06641604006
https://www.linkedin.com/feed/update/urn:li:activity:7197168193197469698	05/17/2024	1514	83	49	0	4	0.08982826769
https://www.linkedin.com/feed/update/urn:li:activity:7196140722578722818	05/14/2024	2059	638	66	0	3	0.3433705568
https://www.linkedin.com/feed/update/urn:li:activity:7195812965592264706	05/13/2024	951	165	34	0	2	0.211356461
https://www.linkedin.com/feed/update/urn:li:activity:7194263502566412292	05/09/2024	513	8	19	0	0	0.05263157934



https://www.linkedin.com/feed/update/urn:li:activity:7193859721609568256	05/07/2024	2088	100	70	11	14	0.09339080751
https://www.linkedin.com/feed/update/urn:li:activity:7192089244373254144	05/03/2024	857	54	24	0	2	0.09334889054
https://www.linkedin.com/feed/update/urn:li:activity:7186966804999659521	04/18/2024	733	29	15	0	1	0.06139153987
https://www.linkedin.com/feed/update/urn:li:activity:7184523634357530624	04/12/2024	890	42	20	0	1	0.07078651339
https://www.linkedin.com/feed/update/urn:li:activity:7183393094761857024	04/09/2024	1511	93	33	0	3	0.08537392318
https://www.linkedin.com/feed/update/urn:li:activity:7181944356935766016	04/05/2024	421	7	9	2	2	0.04750593752
https://www.linkedin.com/feed/update/urn:li:activity:7181939429115129856	04/05/2024	1685	109	33	3	2	0.08724035323
https://www.linkedin.com/feed/update/urn:li:activity:7179379261261160449	03/28/2024	1343	48	37	4	5	0.06999255717
https://www.linkedin.com/feed/update/urn:li:activity:7176827441812824065	03/21/2024	1100	92	41	0	3	0.1236363649
https://www.linkedin.com/feed/update/urn:li:activity:7174413905295798272	03/15/2024	570	26	9	0	0	0.06140350923
https://www.linkedin.com/feed/update/urn:li:activity:7172967436730798080	03/11/2024	2508	111	56	3	6	0.07017543912
https://www.linkedin.com/feed/update/urn:li:activity:7171803536102440960	03/08/2024	782	16	34	0	2	0.06649616361
https://www.linkedin.com/feed/update/urn:li:activity:7171540468181286912	03/07/2024	961	72	26	0	8	0.1103017703





https://www.linkedin.com/feed/update/urn:li:activity:7169336927718916096	03/01/2024	555	30	13	0	4	0.08468468487
https://www.linkedin.com/feed/update/urn:li:activity:7168243071078318080	02/27/2024	911	262	29	0	1	0.3205268979
https://www.linkedin.com/feed/update/urn:li:activity:7166785972968308737	02/23/2024	917	41	26	2	2	0.07742638886
https://www.linkedin.com/feed/update/urn:li:activity:7164210796674203650	02/16/2024	676	28	6	0	0	0.05029585958
https://www.linkedin.com/feed/update/urn:li:activity:7163785094091026432	02/15/2024	747	80	19	6	7	0.1499330699
https://www.linkedin.com/feed/update/urn:li:activity:7161689523855343616	02/09/2024	947	33	10	1	3	0.04963041097
https://www.linkedin.com/feed/update/urn:li:activity:7159161576099397632	02/02/2024	904	32	26	0	4	0.06858406961
https://www.linkedin.com/feed/update/urn:li:activity:7156617859756961792	01/26/2024	558	28	21	2	12	0.1129032224
https://www.linkedin.com/feed/update/urn:li:activity:7154986024039788544	01/19/2024	1267	129	30	0	6	0.130228892
https://www.linkedin.com/feed/update/urn:li:activity:7152976817799192577	01/16/2024	526	17	7	0	0	0.04562737793
https://www.linkedin.com/feed/update/urn:li:activity:7151221743783731200	01/11/2024	318	24	9	0	4	0.1163522005
https://www.linkedin.com/feed/update/urn:li:activity:7150085002989318145	01/08/2024	2664	164	35	11	22	0.08708708733
https://www.linkedin.com/feed/update/urn:li:activity:7148991331384676352	01/05/2024	927	71	18	0	8	0.1046386212
TOTAL		87.076	7.698	2.532	127	136	10.65





Annex 2 - Social Media Activities by Consortium Partners

Startup Wise Guys

Specific Campaigns Related to the 1st Open Call:

1. What specific actions were taken? What are the results of these actions?
SWG: No special campaigns have been organized on the SWG side. We've shared only TECHU already prepared content when it was shared with us.
2. What scouting activities were conducted? Partnerships or collaborations formed to enhance the campaign.
No specific or targeted activities were conducted since it wasn't our responsibility.
3. Challenges faced and solutions implemented: N/A

EmpoWomen Program Social Media & Newsletter Activity Report

Focus: 1st Open call and program itself Social Media Activity

- Instagram Stories: 4
- LinkedIn Posts: 4
- Twitter/X Posts: 4
- Newsletter Mentions: 4

Total number of posts/mentions: 16

The total for the posts is:

- Total Engagements/Views: 5,589
- Total Likes: 107

Instagram Stories:

- 4 stories with ~200 views each.



Newsletter Engagement Summary

September 2024 Newsletter:

- Open rate: 59% (3,400 subscribers)
- Top link clicked: <https://empowomen.eu/>
(25 clicks, 5.91% CTR)

June 2024 Newsletter:

- Open rate: 26% (830 opened)
- Focus: Program kick-off announcement with a photo and separate section.

May 2024 Newsletter:

- Open rate: 44% (1,344 opened)
- Focus: Program's kick-off

January 2024 Newsletter:

- Open rate: 29% (846 opened)
- Focus: Applications open announcement.

February 2024 Newsletter:

- Open rate: 32% (1,324 opened)

Webinars & Online Workshops

Startup Wise Guys, in collaboration with its partners, organized an online webinar on LinkedIn to promote the 1st open call for the EmpoWomen programme. During this session, SWG provided attendees with an overview of the Acceleration Programme, explaining its structure, objectives, and key benefits. The webinar also included a Q&A segment where participants had the opportunity to ask questions, ensuring a clear understanding of the programme and its application process.



SWG Online Webinars as part of the educational materials Cohort 1:

1. Webinar "Programme Goals & KPIs"
2. Webinar "Women and complex tech solutions"
3. Webinar "Pitching"
4. Webinar "Deep tech project and time management"

Participation in industry events and conferences

From EmpoWomen project's core team, no one attended industry events or conferences. Upcoming - SLUSH, 2 persons will be attending.

Other promotional activities

No specific promotional activities were conducted but several SWG team members were communicating about this initiative while attending several tech conferences.

Business Angels Europe

Specific Campaigns Related to the 1st Open Call: What specific actions were taken? What are the results of these actions? What scouting activities were conducted? Partnerships or collaborations are formed to enhance the campaign. Challenges faced and solutions implemented.

For the first open call, no specific campaigns were launched. However, communication efforts were made by Business Angels Europe to bring attention to the call. These actions included:

Newsletter: Sent to 1564 contacts to reach a wide audience within our network.

LinkedIn: A post shared with our 7059 followers to increase engagement on social media.

Website: Information about the call was placed on the official Business Angels Europe website to maximize visibility.

No specific scouting activities were conducted, nor were partnerships or collaborations established to strengthen this campaign.





Social media campaigns.

Platforms used - LinkedIn.

Number of LinkedIn followers: 7,059

Number of posts published via BAE: 9

Partnerships or endorsements: Not applicable

Email campaigns.

BAE's newsletter's contacts include a diverse group of business angel networks, business angels and entrepreneurs

Other promotional activities: Participation in industry events and conferences.

Press releases and media coverage: N/A

BAE have engaged in outreach efforts to expand our reach and connect with key stakeholders. However, at this time, we have not received any feedback from potential applicants. We continue to prioritize building relationships and fostering communication with our audience to enhance future interactions and engagement.

In BAE's content creation strategy, we developed different types of content. For example, we shared a blog post and added information about the EmpoWomen initiative on our website. These efforts are part of our strategy to engage audiences through different content channels.



Sploro

To ensure the success of the EmpoWomen project's first open call, Sploro implemented a comprehensive promotional strategy designed to reach a wide and diverse audience of women-led deep-tech startups across the targeted regions. The strategy was multifaceted, maximizing visibility and engagement through a variety of channels.

Specific Campaigns Related to the 1st Open Call & Actions Taken:

Email Marketing & PR Campaigns:

We launched targeted email marketing campaigns to key organizations and multipliers in the relevant countries, including NCP (National Contact Points) and EEN (Enterprise Europe Network). These campaigns aimed to spread awareness of the open call and reach potential applicants within the specified regions.

Social Media Campaigns:

A robust social media strategy was executed to disseminate key messages and highlight the benefits of the program. Regular updates and engaging content were shared mainly through LinkedIn to maximize outreach and engagement.

Engagement metrics: Posts achieved impressions between 1000 and 2000, with a noticeable rise in linkedin reactions, reposts, and comments, demonstrating increasing audience engagement and a loyal following invested in the programme.

Conference Attendance:

Sploro participated in relevant conferences and networking events to promote the open call, fostering direct connections with potential applicants and partners. These events helped raise the profile of the EmpoWomen project within the European deep-tech ecosystem.





Events:

We organized the "Exploring Horizons" event in Navarra, Spain to promote European funding opportunities and showcase innovation in the region. As coordinators of the programme, we were actively involved in organizing this and other events, ensuring alignment with the programme's objectives. The event featured expert discussions on EU initiatives like cascade funding, interactive mentoring on programmes such as Women Tech EU and EmpoWomen, and engaging roundtables

Online Info Day:

We organised a successful online info day in collaboration with other EU-funded startup projects (sister projects under our call). This event provided a platform for interested applicants to learn about the open call details, the application process, and the support offered to selected startups.

Scouting activities:

Active engagement in identifying potential applicants through online platforms (crunchbase), industry events, and collaborations with multipliers ensured that the right startups were targeted.

Other promotional activities

Utilized LinkedIn, Twitter, and blog posts on the Sploro website, featured the programme in the Open Call analysis section of the Cascade Funding Hub, and implemented email marketing to effectively reach and engage innovators.





TechUkraine

As a consortium partner and communication lead, TechUkraine played a pivotal role in the dissemination and communication (D&C) efforts of the EmpoWomen Programme. Its strategic campaigns, content creation, outreach initiatives, and event participation effectively amplified the programme's visibility, attracted participants, and engaged stakeholders across Europe.

Specific Campaigns Related to the 1st Open Call & Actions Taken:

- Conducted targeted social media campaigns to promote the first Open Call.
- Sent a newsletter on December 21, 2023, to a database of 2,079 recipients from the European tech ecosystem, highlighting the EmpoWomen Programme and the upcoming Open Call.

Results Achieved:

- Increased awareness about the programme through seven targeted posts with impressions ranging between 237 and 789.
- Generated interest and engagement from potential applicants and stakeholders.

Scouting Activities:

- Partnered with local tech associations, such as the Association of Ukrainian Startups, to identify and connect with potential applicants in the deep-tech ecosystem.

Partnerships Formed:

- Collaborated with European tech networks, enhancing the campaign's reach and credibility.
- Co-hosted webinars and events, leveraging established networks to amplify outreach.

Challenges and Solutions:

- Challenge: Difficulty engaging stakeholders in underrepresented regions.
 - Solution: Partnered with regional tech communities to bridge the gap and conducted tailored outreach through email campaigns and webinars.





Examples of Promotional Activities

Social Media Campaigns:

- Platforms used: LinkedIn, Twitter, Facebook.
- Engagement metrics: Posts collectively garnered impressions ranging from 237 to 789, with increasing likes, shares, and comments reflecting growing interest.

Email Campaigns:

- Sent targeted newsletters to a segmented audience, reaching over 2,000 tech professionals.

Other Promotional Activities:

- Participated in three webinars, such as:
 - *"Innovating in Ukraine and Shaping the Future of Entrepreneurship"* (June 7, 2024).
 - Two webinars in collaboration with the Association of Ukrainian Startups, focused on EU grants and EmpoWomen (October 10 and October 24, 2024).

Industry Events and Conferences:

- Co-organized the Demo Day in Helsinki, showcasing programme achievements and fostering networking opportunities for the first cohort.
- Shared the programme's milestones at other key events.

Outreach and Engagement

Stakeholders Reached:

- Directly engaged with thousands of individuals through social media, email campaigns, webinars, and conferences.
- Actively interacted with potential applicants, addressing queries and providing application guidance.



Feedback:

- Received positive feedback on the relevance and clarity of promotional materials, though challenges in accessibility in certain regions were noted.

Types of Content Created:

- Blogs, infographics, promotional videos, and newsletters.
- EmpoWomen Podcast episodes highlighting programme achievements and success stories.

Examples and Performance:

- Newsletter delivered to 2,079 recipients; supported by visuals and infographics.
- Social media content achieved significant impressions and engagement.

Content Distribution Channels:

- Leveraged LinkedIn, Facebook, and email marketing to distribute content and target tech communities effectively.

Overall Contribution:

TechUkraine's communication leadership significantly advanced the D&C objectives of the EmpoWomen Programme. By implementing strategic campaigns, fostering collaborations, and producing high-quality content, it effectively increased awareness, engagement, and participation. Moving forward, TechUkraine's experience will be invaluable in addressing challenges and further enhancing the programme's reach and impact. Moreover, this contribution has particularly meaningful in the context of Ukraine's current wartime challenges, as the EmpoWomen Programme serves as a beacon of resilience and innovation for the country's entrepreneurial ecosystem.