



Dissemination & Communication Plan for EmpoWomen Programme in 2025

Update Deliverable 4.1 Dissemination & Communication Plan 2025

Prepared by: TechUkraine

Description

Dissemination, communication, and networking activities plan for the project in December 2024 – October 2025.

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Abbreviations

BAE	Business Angels Europe
D	Deliverable
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





Executive Summary

This document, an update of deliverable D4.1 titled “Dissemination & Communication Plan 2025,” represents the strategic framework for dissemination and communication activities for the second year (2025) of the EmpoWomen project. As part of Work Package 4 (WP4) – “Ecosystem Building & Exploitation,” led by TechUA, the primary goal is to foster an ecosystem that empowers women entrepreneurs by connecting them with mentors, advisors, and essential resources to ensure their success.

The deliverable is organized into seven main sections:

1. Methodology

This section outlines the methodological approach, responsibilities, and obligations for communication and dissemination activities. It defines clear objectives to guide both internal and external communication efforts.

2. Overview of the first year of the EmpoWomen Programme

This section provides a detailed introduction to the EmpoWomen initiative and its management framework, laying the foundation for the dissemination and communication strategy for the entire lifetime of the project. It also includes a summary analysis of the Dissemination and Communication (D&C) activities undertaken during the program's first year (2024).

3. Strategy for Communication and Dissemination in 2025

This section outlines the strategic direction for communication and dissemination efforts in the second year of the project. It identifies key target audiences, including women entrepreneurs, stakeholders in the deep-tech ecosystem, and the broader public. It defines the messaging approach, channels to be used, and the alignment of activities with the overarching objectives of the project. The strategy ensures consistency and effectiveness across all communication efforts, maximizing reach and engagement.





4. External Communication & Dissemination Plan 2025

Focused on the public-facing elements of the project, this section details the plan for reaching external stakeholders, including media, partners, and the wider deep-tech community. It specifies activities such as social media campaigns, public relations efforts, events, and collaborations with external organizations. These efforts aim to raise awareness of the EmpoWomen Programme, highlight the achievements of female entrepreneurs, and promote the impact of the project in deep-tech development across Europe.

5. Internal Communication & Dissemination Plan 2025

This section addresses the internal communication strategy, ensuring that all team members, partners, and stakeholders within the EmpoWomen ecosystem are aligned and informed. It includes regular updates, and team meetings. The goal is to create a transparent, collaborative environment where communication flows seamlessly between all involved parties, facilitating efficient execution of the project's activities and objectives.

6. General Dissemination Plan 2025

This section outlines a broad and inclusive approach to dissemination, focusing on increasing the visibility and impact of the EmpoWomen project via different channels.

7. Evaluation, Monitoring of Communication & Dissemination Activities & Continuous Improvement

The final section highlights the importance of monitoring and evaluating the communication strategy to ensure it achieves its goals. It includes metrics for measuring success and processes for refining the strategy based on feedback and outcomes. This process will help ensure that the project remains responsive to its target audience and continuously maximizes its impact.

The key objectives of this updated plan are to raise awareness about the EmpoWomen project's goals, deliver clear and impactful messages to diverse audiences, and foster collaboration with relevant stakeholders. By prioritizing targeted communication, strong media relations, and a dynamic online presence, the plan seeks to maximize the programme's reach





and influence. Moreover, it emphasizes the importance of ongoing evaluation to adapt and improve the strategy in alignment with the evolving needs of the project.

This deliverable serves as a comprehensive guide for executing a structured and effective communication and dissemination plan that will support the EmpoWomen project's objectives for 2025 and beyond. The plan aims to amplify the impact of the project by focusing on the development of deep-tech startups across widening Europe and increasing the representation of female leaders in this sector. Through targeted communication strategies, the project will raise awareness, foster collaboration, and contribute to the growth of an innovative ecosystem where women are at the forefront of deep-tech entrepreneurship. This approach will ensure that the project's legacy is not only about technological advancement but also about empowering women to lead and thrive in one of the most promising areas of the global economy.

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, also known as the widening-areas 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. Methodology

The methodology for communication and dissemination activities in the EmpoWomen Project for 2025 builds on the solid foundation laid during the first year, refining and enhancing the approach to maximize impact and engagement. This methodology is designed to effectively share information, engage stakeholders, and support the project's long-term goals.

The approach involves a targeted strategy for outreach, ensuring that communication efforts are aligned with project milestones and evolving objectives. Key activities for 2025 will focus on reinforcing the project's core messaging, engaging relevant startups, and driving sustained interest across various deep-tech ecosystems, particularly in widening regions. This methodology takes





into account the lessons learned from Year 1 and integrates updated tools, channels, and engagement strategies to optimize outreach.

1.1. Key elements of the methodology

1. **Refinement of Communication Tools and Channels:** The EmpoWomen website and social media platforms (Twitter, LinkedIn, Facebook, Instagram) will continue to serve as primary tools for communication. Content updates will be scheduled regularly, with each platform tailored to reach specific audiences effectively. Press releases, newsletters, and articles will be produced and distributed to ensure continuous information flow.
2. **Consistency and Messaging:** A clear, cohesive message will be maintained across all communication channels to ensure alignment with the project's objectives. The messaging will reflect the project's focus on empowering female entrepreneurs in deep-tech sectors, fostering innovation, and bridging gaps in participation in widening regions.
3. **Stakeholder Engagement:** Activities will focus on maintaining and growing relationships with key stakeholders, including startups, mentors, investors, and media. Regular engagement will be carried out through webinars, workshops, and networking events to encourage participation, collaboration, and awareness of the program's opportunities and impact.
4. **Phased Approach:** The communication and dissemination efforts will follow a phased methodology:
 - **Phase 1** (Completed in 2024): Establishment of foundational communication tools such as key messages, website setup, and engagement with influencers.
 - **Phase 2** (Ongoing): Intensive outreach for the second open call, including social media campaigns, email marketing, and informational webinars.
 - **Phase 3** (Ongoing): Continued communication efforts, including regular updates via newsletters, impact stories, and hosting community-building events to sustain interest to the programme and its participants.

1.2. Roles of Consortium Partners

The success of the communication and dissemination strategy relies heavily on the active participation and coordination of all consortium partners. Each partner plays a vital role in the





dissemination and communication activities, ensuring that the project reaches a broad and relevant audience.

- SPLORO (Project Coordinator):
 - Ensures that all communication activities align with the program's goals and timelines.
 - Manages the communication of administrative and legal requirements to all partners.
 - Oversees the use of the online platform (www.cascadefunding.sploro.eu) for sharing new opportunities for the engaged EmpoWomen community.
 - Disseminates project news via social media platforms.
 - Monitors deliverables that are prepared in a proper and timely manner; tracks progress of the T4.1 and ensures milestones are reached and KPIs are met.
- TechUA (Partner & WP4 Leader):
 - Leads the development and execution of the communication and dissemination strategy for WP4.
 - Ensures the compliance of EmpoWomen communication and dissemination activities within the Objectives set for T4.1; develops communication and dissemination tools and coordinates communication activities. Tatiana Skydan from TechUA is the Task Leader.
 - Coordinates all communication efforts, ensuring they align with the project's goals and milestones.
 - Manages communication of project updates, milestones, and achievements to stakeholders and media in widening regions.
 - Plays a key role in communication with women-led deep-tech startups within the programme and in wideind Europe.
- Startup Wise Guys (Partner):





- Supports the identification, scouting, and assessment of startups through the Open Calls.
- Disseminates project news through social media platforms.
- Communicates the unique features of the acceleration program for women-led startups.
- Promotes the EmpoWomen program among mentor networks, deep-tech experts, VCs, and investors.
- Business Angels Europe (Partner):
 - Promotes the EmpoWomen program among European business angels (BAs) and their associations.
 - Coordinates matchmaking events with investors to support female entrepreneurs.
 - Disseminates project news via social media platforms.
- Associated Partners (e.g., Latvijas Jaunuzņēmumu asociācija, Slovenska Aliancia Pre Inovativnuekonomiku):
 - Contribute to disseminating project news on social media and conducting awareness-raising activities in their regions.

In 2025, the communication and dissemination strategies remain integrated to ensure a unified approach that maximizes impact. This synergy enables the delivery of coherent and aligned messages tailored to the target audiences through the most effective channels. By prioritizing clarity and audience engagement, the strategy amplifies the visibility and reach of the EmpoWomen Project, fostering a stronger connection with stakeholders and ensuring consistency in the narrative.

This section provides updated guidelines for roles of consortium partners, communication and dissemination efforts, reflecting lessons learned and progress achieved in the first year. It identifies key audiences, refines primary messages, and adjusts tools and channels to align with the evolving project goals. Furthermore, it includes revised plans, updated schedules, and enhanced stakeholder engagement strategies, along with benchmarks and indicators to measure the effectiveness of these activities throughout the second year.





1.3. Objectives

The EmpoWomen programme is committed to enhancing the presence of women entrepreneurs in the deep-tech startup ecosystem and fostering collaboration among startup ecosystems in widening-area regions. The communication and dissemination objectives for 2025 include:

Raise Awareness: Continue promoting the program's activities and achievements to sustain visibility and recognition across targeted regions.

Attract Ambassadors and Changemakers: Engage influential individuals and organizations in widening-area countries to champion the program's mission, ensuring its long-lasting impact.

Promote Diversity: Highlight the importance of diversity in the deep-tech sector by showcasing the successes and potential of women-led initiatives.

Build a Solid Network: Strengthen connections among stakeholders, establishing EmpoWomen as a central hub for collaboration and partnerships among female leaders in digital and deep tech, investors, corporates, and other networks.

Exploit Results: Foster sustainable relationships with pan-national, national, and regional authorities, as well as private entities such as capital providers, to ensure the project's outcomes remain impactful beyond its duration.

By focusing on these objectives, EmpoWomen aims to empower women entrepreneurs, advocate for diversity in deep tech, and create a legacy of lasting collaboration and innovation.





2. Overview EmpoWomen Programme's First Year & Next Steps

The EmpoWomen Programme's first year of Dissemination and Communication (D&C) activities marked significant progress in establishing a strong foundation for outreach, engagement, and visibility. The programme effectively promoted its mission to empower women entrepreneurs in the deep-tech ecosystem across targeted regions through targeted methodologies, diverse tools, and strategic collaborations.

Key Achievements

Awareness Building: Leveraging press releases, newsletters, visuals, videos, and printed materials, the programme successfully heightened visibility and generated widespread interest.

Media Impact: Achieving a remarkable 280% progress in media clippings, the programme significantly exceeded initial expectations.

Digital Engagement: Website traffic grew by 500%, and social media impressions increased by 144%, underscoring robust engagement with target audiences.

While many KPIs were surpassed, some areas require further focus to optimize outcomes:

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.





3. Strategy for Communication and Dissemination in 2025

In 2025, the communication and dissemination strategy for the EmpoWomen Project will focus on sustaining and enhancing the program's impact, with an emphasis on maintaining a strong presence in target regions and continuing to support women-led startups within the deep-tech sector. The primary goal is to amplify the program's visibility, foster ongoing engagement, and strengthen relationships with key stakeholders. The strategy is designed to ensure that the momentum built in the first year is sustained and extended throughout the project's lifecycle.

Target Audience

The communication strategy will continue to focus on the following key target audiences:

1. **Female Entrepreneurs and Women-Led Startups:** Messaging will continue to empower women in deep-tech sectors, providing ongoing support, visibility, and opportunities for these entrepreneurs to scale and connect with investors and mentors.
2. **Startup Support Ecosystems & Investors:** This group includes accelerators, incubators, business support organizations, business angels, venture capitalists, and corporate VCs. The messaging will highlight the value of the EmpoWomen network and the potential for continued collaboration and investment in women-led deep-tech startups.
3. **Innovation & Startup Ecosystems:** Communication will focus on strengthening connections with startup associations, networks, and initiatives across widening-area regions. EmpoWomen's role as a catalyst for growth in these ecosystems will continue to be emphasized.
4. **Policymakers & Society:** The strategy will maintain communication with policymakers and broader society, advocating for gender equality in deep-tech and promoting the societal impact of supporting women entrepreneurs.
5. **Tech Media:** The media will continue to be a critical channel for spreading success stories, program updates, and the contributions of women-led startups to the broader deep-tech ecosystem.





Tailored Messages

To ensure the ongoing relevance of the program, the communication strategy will employ targeted messaging for each audience:

- **Empower Women in Deep Tech:** "EmpoWomen continues to champion women in deep-tech by fostering innovation, providing networking opportunities, and helping women entrepreneurs expand their reach. Join us as we continue to break barriers and reshape the tech landscape."
- **Exclusive Support:** "EmpoWomen remains committed to supporting women-led startups in the deep-tech sector. Our network, resources, and connections to investors continue to provide valuable opportunities for growth."
- **Global Impact:** "EmpoWomen's impact is global, empowering women-led startups to drive innovation across Europe and beyond. Our ongoing support ensures that these startups continue to thrive and contribute to the growth of the startup ecosystem."
- **Strategic Partnerships:** "EmpoWomen continues to be strengthened by key partnerships with organizations like Sploro, TechUkraine, Startup Wise Guys, and Business Angels Europe. These collaborations enable us to keep the momentum going and sustain the program's legacy."

Visiting Tech Events and Conferences

Throughout 2025, consortium partners will continue participating in relevant industry events, conferences, and startup meetups to promote the program and engage with new stakeholders. These events provide opportunities for networking, sharing success stories, and engaging with the broader deep-tech and startup communities. Partners will be encouraged to present the program's impact, promote the value of diversity in deep-tech, and forge new collaborations.

Online Activities

The program's online presence will remain a central pillar of the communication strategy. The EmpoWomen website will continue to serve as a hub for resources, updates, and success stories. Social media platforms (LinkedIn, Twitter, Facebook, Instagram) will be used to engage with the community, share milestones, and promote the program's ongoing initiatives. Webinars, virtual





networking events, and informational sessions will continue to provide value by offering insights, sharing updates, and facilitating networking.

These online activities will also include the publication of regular updates on the program's impact, showcasing the achievements of women-led startups and the overall success of the program.

Media Outreach & Content Marketing

Content marketing will remain a key strategy for maintaining visibility and engagement. A variety of content, including press releases, blog posts, podcasts, success stories, case studies, and thought leadership articles, will continue to be created and disseminated through multiple channels. These pieces will highlight the ongoing work of EmpoWomen, the success stories of women entrepreneurs, and the contributions of the program to the deep-tech ecosystem.

Media outreach will continue to focus on tech media outlets, including both European and international publications, to ensure that the program's impact is widely recognized. Social media platforms will continue to be leveraged to share success stories, program updates, and relevant insights from the deep-tech sector. Additionally, targeted newsletters will keep stakeholders informed about the program's activities and ongoing developments.

Conclusion

By executing this updated communication strategy, the EmpoWomen Project will ensure continued visibility, engagement, and impact in 2025. The focus will remain on supporting women-led startups in the deep-tech sector, reinforcing the program's legacy as a key driver of innovation and gender equality. Through strategic partnerships, sustained online and media engagement, and ongoing involvement in the startup ecosystem, EmpoWomen will continue to empower women entrepreneurs, advocate for diversity, and foster long-term collaboration in the deep-tech sector of widening Europe.





4. External Communication & Dissemination Plan for 2025

4.1. Communication & Dissemination Activities for Results of the 2nd Open Call

The first bulletpoint for EmpoWomen's communication is the results of the second Open Call for the EmpoWomen program, held from October 1, 2024, to December 2, 2024. Evaluation is taking place during December 2024 and January 2025, with the names of the 14 selected women-led deep-tech startups provisionally to be announced on January 31, 2025.

Key Communication and Dissemination Activities

Results Communication: Dissemination of the results of the second Open Call, including:

- The total number of applications received.
- A detailed breakdown of the geographical distribution of applications to assess whether all 32 targeted regions were adequately represented.
- Identification of any "blind zones" where applications were limited or absent, guiding future outreach strategies for projects similar to the EmpoWomen.

Targeted Email Updates:

- Providing stakeholders, partners, and relevant audiences with a comprehensive summary of the Open Call results, including key statistics, geographical insights, and lessons learned.

Social Media Campaigns:

- Posts highlighting the success of the second Open Call, including application statistics and stories from high-interest regions.
- Continued use of relevant hashtags (#EmpoWomen, #HorizonEurope, #EISMEA, #WomenInTech, #DeepTech) to amplify reach.





- Engaging infographics or visuals showcasing geographical coverage and Open Call achievements.

Press Releases: Disseminating key metrics and outcomes to relevant media outlets, emphasizing the program's impact and the diversity of applications across targeted regions.

Community Feedback and Engagement:

- Sharing insights from the Open Call process with online communities and forums related to women in tech and entrepreneurship.
- Soliciting feedback on outreach efforts to refine communication strategies for future activities.

Summary

The second Open Call results communication aims to highlight the EmpoWomen programme's achievements and identifies areas for improvement in reaching all 32 targeted regions. These dissemination activities ensure transparency, celebrate the program's success and provide actionable insights to optimize future outreach and engagement strategies for projects similar to EmpoWomen.

4.2. Communication & Dissemination Activities for entire project in 2025

The EmpoWomen Programme employs a comprehensive range of tools and channels to effectively disseminate its activities, results, and outcomes. These tools are selected based on the specific needs of the target groups, ensuring that communication efforts align with the various stages of the project. Each communication tool is strategically chosen to maximize reach and engagement with stakeholders, enhancing the overall impact of the Communication and Dissemination Plan.





4.2.1. Online Dissemination Tools

a) EmpoWomen Website

The EmpoWomen Programme website serves as the central hub for communication and dissemination, providing stakeholders, policymakers, and media with access to the project's development and results. Launched and developed, the website hosts all public dissemination deliverables and promotes key content such as news, interviews, and event highlights. These resources engage target audiences and align with the project's objectives.. The website domain is www.empowomen.eu.

Following the project's conclusion, the website will remain online for at least three more years, or longer if continued access is required. During this period, the project's materials and results will be accessible to both project participants and the general public.

Figure 1. EmpoWomen's Website Home Page



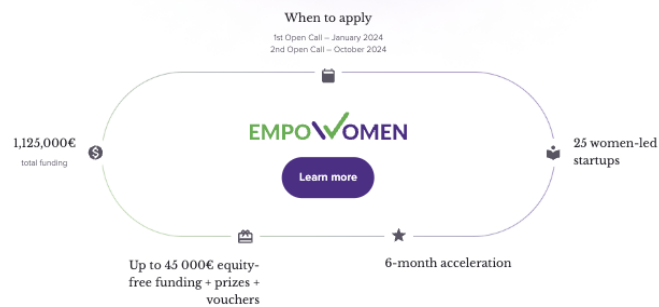
1,125,000 euros for women in deep-tech

2nd Open Call CLOSED

[Learn more to apply](#)

EmpoWomen is a 2-year programme (2024-2025) funded by the European Union through its Horizon Europe Research and Innovation program, aiming to tackle the underrepresentation of women in the deep-tech sector, particularly in emerging European countries.

25 selected via open calls women-led companies will participate in a unique acceleration programme, shaped together by StartupWiseGuys & BusinessAngelsEurope, and get services, awards and 45,000 euros in equity-free funding per startup.



Latest news



Results of the EmpoWomen's 2nd Open Call

December 2024

[All news](#)



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

November 2024



b) EmpoWomen Social Media

Social media has become a key tool for quickly sharing information with diverse audience groups. These platforms offer instant access to content, available anytime and anywhere on digital devices. To expand the reach of the EmpoWomen Programme, particularly to engage the general public beyond sector experts, EmpoWomen has strategically incorporated social media into its communication efforts. These platforms help deepen audience engagement by providing continuous updates and maintaining a connection to the project.

For promoting project achievements, news, and outcomes, EmpoWomen has identified Twitter, Facebook, and LinkedIn as the primary social networks. In November 2024, Instagram was added to the social media strategy. This addition enhances the project's visibility by providing a more dynamic platform to share live moments from within the project, showcasing behind-the-scenes activities and real-time updates.

Social media campaigns are running across Twitter (X), Facebook, LinkedIn, and now Instagram, featuring engaging content and using relevant hashtags to maximize reach. Partners, influencers, and followers are encouraged to share posts to amplify the project's visibility.

Summary of the First Year of the Programme and Current Status of the EmpoWomen Online Community

The EmpoWomen online community has made significant progress, reaching a total of 1,785 members. The breakdown of community members across platforms is as follows (as of December 26, 2024)

[LinkedIn](#): 1,787 members

[Facebook](#): 90 members

[Twitter \(X\)](#): 28 members

[Instagram](#): 30 members (as of December 26, 2024)





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

Social Media Plan for 2025

As EmpoWomen enters its final year, the social media strategy will focus on expanding the online community, engaging stakeholders, and maximizing visibility through tailored campaigns. The goal is to further grow the audience and deepen connections with key groups, including female entrepreneurs, innovators, investors, and ecosystem builders. This plan builds on the existing social media efforts, focusing on consistent and engaging content, expanded reach, and leveraging Instagram for enhanced visibility.

1. Objectives for 2025

- **Increase Online Community:** Grow the EmpoWomen social media community to at least 3,000 followers by the end of 2025.
- **Content Engagement:** Increase engagement through targeted, interactive posts, including behind-the-scenes, success stories, and live moments.
- **Amplify Impact:** Showcase the progress, outcomes, and success stories of women in deep tech and innovation, ensuring that EmpoWomen's impact is widely recognized across Europe and beyond.
- **Brand Awareness:** Expand brand awareness and recognition, particularly by capitalizing on Instagram's dynamic capabilities to share real-time content and live updates.

2. Content Strategy

- **Success Stories & Impact:** Regularly highlight the achievements of selected women entrepreneurs, showcasing how the EmpoWomen programme has supported their growth. Posts will feature detailed stories, video interviews, and photos.
- **Webinars & Events:** Promote and document the webinars and events organized by EmpoWomen. Engage the audience with live coverage, quotes from speakers, and highlights from key sessions.





- **Interactive Posts:** Use polls, quizzes, and interactive content to engage followers and encourage participation in discussions on women in tech and entrepreneurship.
- **Behind-the-Scenes:** Share moments from inside the EmpoWomen programme, such as the collaboration between partners, the launch of new projects, and live event coverage.
- **Thematic Campaigns:** Develop thematic campaigns for specific months or weeks, focusing on particular aspects of the programme (e.g., Women in Tech, Deep-Tech Innovation, Success Stories, etc.).

3. Social Media Channels and Key Activities

LinkedIn:

Content Focus: Business-focused posts, success stories, webinars, and project updates.

Frequency: At least 1 post per week.

Engagement Plan: Connect with professionals and organizations in the innovation, tech, and entrepreneurship sectors. Share thought leadership articles and engage in LinkedIn Groups focused on women's entrepreneurship and deep-tech innovation.

Year One Performance Overview:

EmpoWomen's LinkedIn has proven to be an effective communication tool, surpassing KPIs in the first year with 101 publications, averaging 7,218 impressions per month, and generating a total of 87,076 impressions and 2,532 reactions. In 2025, LinkedIn will remain the core platform for engaging with the programme's target audience, with a focus on expanding reach and deepening connections.

Plans for Year Two:

Continue to leverage LinkedIn to increase the programme's visibility, with a minimum of one post per week.

Target specific sectors such as women in tech, entrepreneurship, and innovation, engaging professionals from diverse industries, including education, business development, and research.





Build on LinkedIn's analytics to refine content and ensure it resonates with the programme's key demographics, including business leaders, entrepreneurs, and researchers.

Content Strategy:

Highlight Success Stories: Regularly feature women entrepreneurs and their achievements supported by EmpoWomen, using visuals and videos.

Webinars and Events: Promote upcoming events, webinars, and workshops while sharing highlights from past ones.

Interactive Content: Post polls and questions to foster engagement and discussion around women in tech and entrepreneurship.

Engagement Plan:

Use LinkedIn's robust analytics to tailor content based on follower demographics, ensuring a targeted approach.

Encourage collaboration and knowledge sharing within the growing community of professionals across sectors.

Addressing Blind Zones:

Expanding Reach: One of the key goals for 2025 is to address areas currently lacking visibility, referred to as "blind zones". These include regions and sectors that have not yet been reached effectively. For example, certain countries, such as Cyprus and regions in Eastern Europe and the Middle East, have low representation on the LinkedIn platform.

Targeted Outreach: To bridge this gap, EmpoWomen will adjust its promotional strategy to increase its presence in these underrepresented regions, focusing on tailored content and targeted campaigns to raise awareness.

Strategic Media Push: Special attention will be given to media presence in blind zones to ensure that the programme gains visibility and attracts followers from all eligible regions, setting the stage for future activities in these areas.





Link to Future Horizon Europe Programmes: Efforts to reach blind zones will lay the foundation for future programmes funded by Horizon Europe, specifically those supporting the development of female entrepreneurship and deep tech. By strengthening the programme's presence in these regions, EmpoWomen will contribute to creating a broader, more inclusive ecosystem that can support the growth and scaling of female-led innovations and deep-tech startups across Europe and beyond. These efforts will ensure that the reach of Horizon Europe's future initiatives will be amplified, targeting underserved regions and fostering an environment of inclusive innovation.

EmpoWomen's LinkedIn activities in 2025 will focus on maintaining consistent engagement, expanding the follower base, and optimizing the content strategy. By focusing on targeted, industry-specific content, leveraging demographic insights, and addressing blind zones, LinkedIn will remain a critical platform for driving the programme's impact and visibility across a global audience. The strategic outreach to blind zones will also support the objectives of future Horizon Europe programmes, ensuring that the development of female entrepreneurship and deep-tech initiatives is both inclusive and widespread.

Facebook:

Content Focus: Events promotion, community updates, and sharing relevant news articles and reports.

Frequency: At least 1 post per week.

Engagement Plan: Engage a broader public audience by sharing both project updates and news related to women in tech and entrepreneurship.

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.



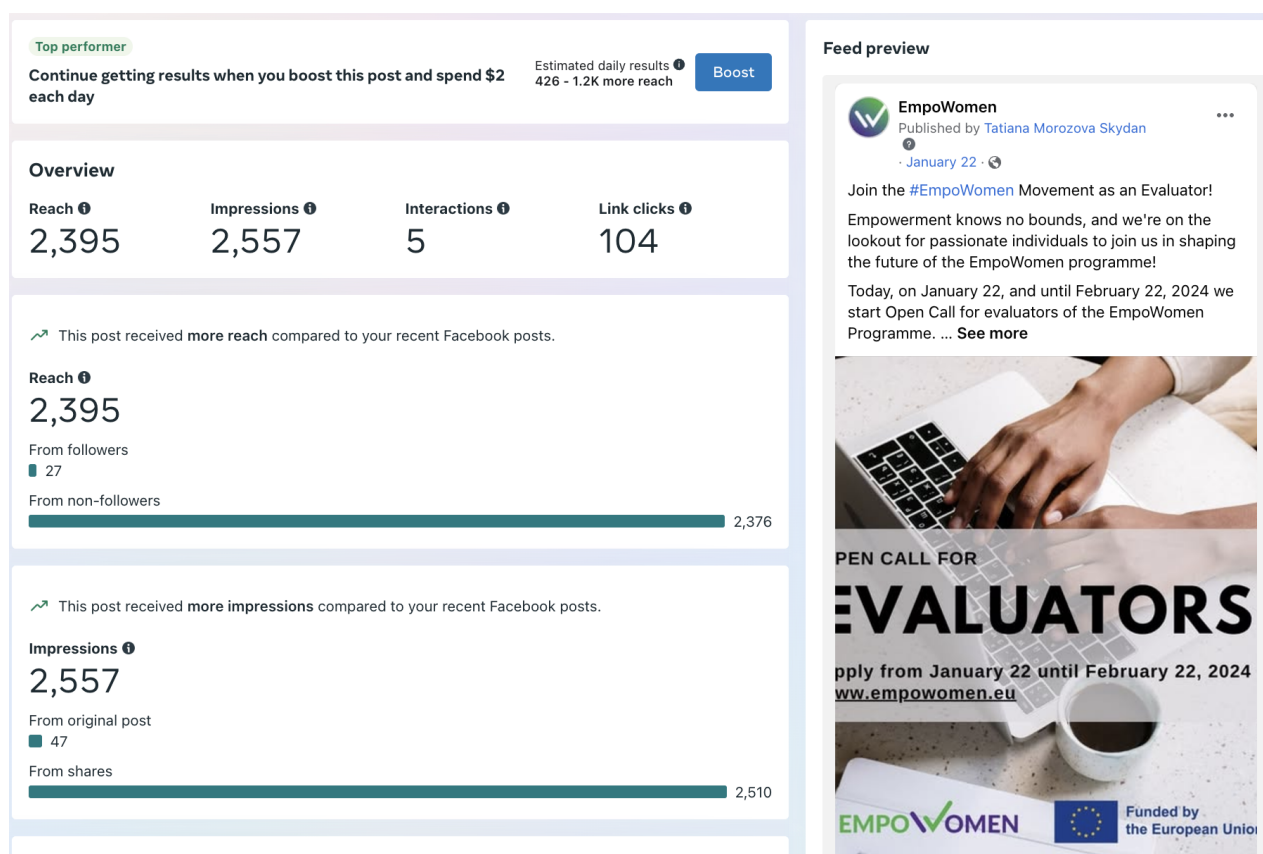


- **Post Reach:** Total impressions for the year reached 4,600, with an average of 50 impressions per post.
- **Content Creation:** 80 posts published, highlighting key activities, events, and milestones.

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 2. 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:

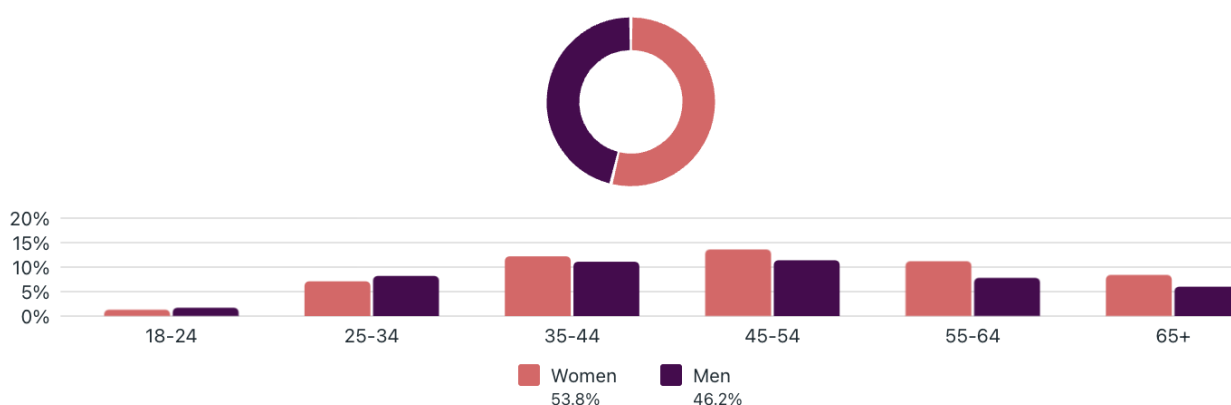
While Facebook provided consistent visibility, engagement levels suggest an opportunity to further optimize content strategies and follower interactions. As the estimated audience size for the EmpoWomen programme might be impressive:

Figure 3. 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.





Twitter (X):

Content Focus: Real-time updates, event promotion, and engaging with the wider startup and innovation community.

Frequency: At least 1 post per week.

Engagement Plan: Use relevant hashtags (#EmpoWomen, #WomenInTech, #DeepTech, etc.) to join and influence conversations around women in entrepreneurship, innovation, and technology.

In its first year, the EmpoWomen programme utilized Twitter (X) <https://x.com/empowomen> 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.

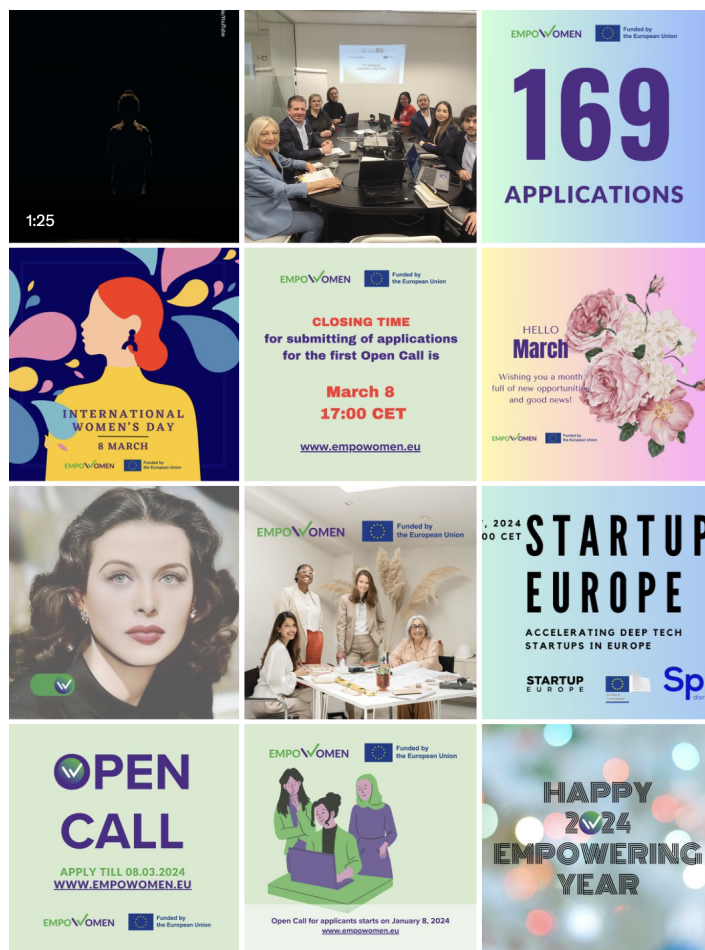




3. **Follower Growth:** Actively increasing followers through collaborations, strategic retweets, and engagement with influential accounts.
4. **Performance Optimization:** Utilizing analytics to adjust content strategies and improve effectiveness.

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

Figure 4. Content for EmpoWomen's Twitter (X)





Instagram (New Addition in 2024):

Content Focus: Live moments, behind-the-scenes, event highlights, and dynamic content (e.g., short videos, Instagram Stories).

Frequency: At least 1 post per week, including stories and IGTV for more interactive content.

Engagement Plan: Use Instagram's visual nature to share compelling stories of women entrepreneurs, provide behind-the-scenes looks at the programme, and create live content from events and webinars. Partner with influencers to share stories and increase visibility.

4. Hashtags and Branding

The following hashtags will be consistently used to expand the reach and visibility of the EmpoWomen programme:

- #EmpoWomen
- #WomenInTech
- #WomenEntrepreneurs
- #DeepTech
- #EmpowerWomen
- #Innovation
- #HorizonEurope
- #EISMEA

5. Measurement & KPIs

Key metrics to track the success of the social media strategy:

Growth of Followers: Increase the total number of followers across all platforms to at least 3,000 by the end of 2025.

Engagement Rate: Track likes, shares, comments, and mentions to ensure high engagement levels with posts.





Impressions: Aim for 120,000 impressions across all channels by the end of the project.

Click-Through Rate (CTR): Monitor the number of clicks on links in posts (e.g., event registration links, newsletter signups).

Hashtag Usage: Track the usage and reach of EmpoWomen-related hashtags to measure visibility and audience involvement.

Influencer Partnerships: Measure the impact of any influencer collaborations and how they drive engagement and visibility for the programme.

6. Timeline of Activities

The social media content will be planned every month, with a focus on the following activities for 2025:

- **January–February 2025:** Promote the results of the 2nd Open Call, the first quarter of activities, and success stories from the previous year, launch new events, onboarding 14 selected startups, start of the acceleration programme.
- **March–June 2025:** Focus on Women in Tech, share progress reports, and highlight upcoming events and webinars.
- **July–August 2025:** Increase activity around event season, showcasing behind-the-scenes from major events and live content from webinars and acceleration programme's sessions.
- **August–October 2025:** Promo of the Demo Day of the second EmpoWomen's cohort, share programme impact, results, and outcomes as the project winds down, and promote the final success stories and achievements.

This plan ensures that EmpoWomen continues to expand its online presence, engage its target audiences, and effectively communicate its key messages and results throughout 2025, with at least one post per week across all social media channels.





c) Consortium & Associated Partners' Social Media

Consortium Partners' Social Media Activities:

To strengthen EmpoWomen's messaging and reach, consortium partners (Sploro, SWG, BAE, and TechUkraine) continue to harness their established organizational social media channels. These platforms collectively provide substantial outreach potential, with audiences including:

67,600+ LinkedIn followers

13,000+ Twitter (X) followers

67,000+ Facebook followers

6,000+ Instagram followers

During 2024, the consortium successfully amplified the EmpoWomen initiative through consistent promotions across these channels, achieving between 260 and 2,600 impressions per post organically. This collaborative approach has proven vital in attracting a growing audience for the programme and in working towards the ambitious goal of a 3,000-member community by the end of the project.

Plan for 2025:

Intensified Outreach: Increase the frequency of postings on all consortium social media channels, maintaining at least one EmpoWomen-related post weekly across platforms.

Enhanced Engagement: Leverage multimedia content such as videos, infographics, and testimonials to boost engagement rates and impressions.

Strategic Campaigns: Align messaging around key milestones, such as programme events, success stories, and calls for applications, to drive momentum and attract a wider audience.

Partner Collaboration: Develop coordinated campaigns among consortium partners to amplify reach and align messaging.





Associated Partners' Social Media Activities:

Associated partners played an important role in promoting EmpoWomen within their respective regions, particularly by disseminating information about the Open Call. While some partners executed impactful campaigns, others provided minimal or no support.

Besco (Bulgaria): Actively promoted the EmpoWomen programme by sharing updates on their social media channels and distributing printed materials for the Open Call. These efforts reached approximately **11,000 stakeholders**.

Asociación Merge (Canary Islands): Shared programme updates via social media and presented EmpoWomen to students and deep-tech startups at the University of Palma, reaching **930 stakeholders**.

Cro Startup (Croatia): Promoted the programme during monthly meetings, featured it in their February 2024 newsletter, and shared updates with a WhatsApp community of 200 members, collectively reaching **3,000 stakeholders**.

Startin Latvia: Disseminated updates about EmpoWomen through their social media platforms and WhatsApp community (300 members), reaching a total of **5,500 stakeholders**.

Startup Moldova: Introduced EmpoWomen at two events and shared updates on their social media, reaching **5,000 stakeholders**.

Sapie (Slovakia): Shared programme updates through social media, engaging **2,000 stakeholders**.

Startup Tunisia: Did not participate in any promotional activities for the EmpoWomen programme, reaching **0 stakeholders**.

Startup Georgia: Similarly, no activities were conducted to promote the programme, resulting in **0 stakeholders reached**.

Plan for 2025:





Re-engage Inactive Partners: Work closely with inactive partners, such as Startup Tunisia and Startup Georgia, to identify barriers and encourage their participation in the programme's promotion.

Evaluate and Replace: Consider replacing persistently inactive partners with organizations that demonstrate a stronger commitment to the programme's objectives and active engagement in promotional activities.

Support Active Partners: Provide additional resources and support to highly active partners like Besco, Cro Startup, and Startin Latvia to amplify their efforts further.

Blind Zone Outreach: Partner with associated organizations to target "blind zones" where EmpoWomen currently lacks representation, ensuring better regional coverage.

By prioritizing collaboration with active partners and reevaluating partnerships with less-engaged organizations, the programme will maximize its outreach and lay a stronger foundation for future initiatives under **Horizon Europe**. Reaching blind zones will be instrumental in fostering female entrepreneurship and advancing deep-tech innovation across underserved regions.

d) EmpoWomen Newsletter

The newsletters play a vital role in the EmpoWomen Programme's External Communication and Dissemination Plan, ensuring both communication and dissemination at local and EU levels. They keep stakeholders informed about project findings, relevant events, publications, key policy developments, and key messages from the project partners.

Achievements in 2024

In 2024, four newsletters were issued, successfully contributing to stakeholder engagement and raising awareness about the programme. These newsletters collectively brought 1,017 visitors to the EmpoWomen website. By the end of 2024, the subscriber base grew to 476 subscribers, who can sign up directly via the website.

Plan for 2025





For the upcoming year, the consortium aims to produce three newsletters to support the programme's milestones and outreach goals:

Newsletter #5 – Results of the 2nd Open Call & Onboarding of 14 selected women-led deep-tech companies to the EmpoWomen Programme (February 2025):

Showcasing inspiring narratives from participants to motivate wider engagement and demonstrate the impact of the programme.

Newsletter #6 – Interim results of the second EmpoWomen's cohort & Podcast Episodes with heroines (May 2025):

Summarizing the EmpoWomen programme's achievements, including success metrics, final cohort results, and the programme's broader impact.

Newsletter #7 – Promo of the 2nd Demo Day (August-September 2025):

Newsletter #8 – Post-Programme Insights & Legacy (October 2025):

Reflecting on the long-term impact of EmpoWomen and discussing potential avenues for continued engagement with stakeholders.

To ensure widespread dissemination, the newsletters will:

- Be proactively sent to the stakeholder database and available for subscription via the web platform.
- Each newsletter will follow a structured format:

Introduction: Brief overview of the newsletter's theme.

Project Updates: Key news, deliverables, and milestones.

News & Events: Upcoming and past events of interest.

Resources for Further Reading: Links to reports, publications, or additional materials.





Contributions will remain open to all project partners, ensuring diverse perspectives and comprehensive content. SPLORO, TechUA, SWG, and BAE will coordinate closely to align content with the programme's phases and themes.

This proactive and collaborative approach will enhance outreach, engagement, and the impact of the EmpoWomen Programme in its second year.

e) Press releases

Press releases are a key tool in the External Communication and Dissemination Plan of the EmpoWomen Programme, ensuring widespread visibility and engagement with target audiences. These releases are timed to coincide with major milestones, such as the launch of Open Calls, progress updates on the acceleration programme, project achievements, and participation in significant local or European events.

During the first year of the project (M1-M12), five press releases were issued, generating extensive media coverage and stakeholder engagement.

These press releases were distributed to leading tech media outlets in Europe, national contact points, startup communities, and the networks of consortium and associated partners. This strategic dissemination resulted in:

- **84 publications** across prominent media outlets and EU-funded platforms.
- Increased visibility for the programme and its milestones, such as Open Calls and the Demo Day.
- Engagement with a wide range of stakeholders, including women entrepreneurs, investors, policymakers, ecosystem builders, and startup communities.

In 2025, the EmpoWomen Programme will continue to utilize press releases as a strategic tool for communication and dissemination. The following press releases are planned for the year, coinciding with critical milestones to ensure widespread visibility and engagement:

1. **Results of the 2nd Open Call (January 2025):**

Announcing the results of the second Open Call, highlighting the rigorous evaluation process, and showcasing the quality and innovation of applications received.





2. **Cohort 2 Selection Announcement (February 2025):**

Introducing the startups selected for the second cohort of the programme, with a focus on their innovative solutions and potential to drive change in the deep-tech ecosystem.

3. **Success Stories of Cohort 1 Startups (March-April 2025):**

Featuring the achievements of startups from the first cohort, including milestones reached, partnerships formed, and their contributions to advancing women's entrepreneurship in deep tech.

4. **Demo Day 2 & Programme Final Results (October 2025):**

Highlighting the outcomes of the second cohort's Demo Day, celebrating the achievements of all 25 startups supported by the programme, and summarizing the impact and legacy of EmpoWomen.

Strategic Focus for 2025

- **Audience Targeting:** Press releases will target women entrepreneurs, ecosystem builders, investors, policymakers, and supporting organizations to maximize the impact of each milestone.
- **Media Engagement:** The consortium will ensure strong media relations to secure broad coverage in local, national, and EU-level outlets, as well as specialized tech media.
- **Amplification through Partners:** Associated and consortium partners will play a vital role in amplifying press releases across their networks and local ecosystems.

By aligning press releases with these milestones, the EmpoWomen Programme will ensure effective dissemination of its achievements, fostering greater visibility and engagement with stakeholders while reinforcing its role as a catalyst for empowering women in deep tech.

f) Podcasts

Podcasts have emerged as a powerful communication tool, offering an engaging, conversational format that resonates deeply with audiences. They provide flexibility for listeners to consume content at their convenience – whether during commutes, workouts, or leisure – making them a





highly effective medium for connecting with diverse and global audiences, including those in widening area countries.

Launched in the seventh month of the EmpoWomen Programme, the [EmpoWomen Podcast](#) series has been instrumental in highlighting the journeys and achievements of 11 women-led deep-tech startups from the first cohort. Produced and hosted by a subcontractor of TechUA, the podcast used dynamic storytelling to explore:

- Origins of Ventures: Inspirational stories behind the startups' inception.
- Unique Technologies: Insights into their transformative solutions.
- Challenges for Women Entrepreneurs: Discussions on overcoming barriers and building resilience.
- Programme Experiences: Testimonials on how EmpoWomen empowered participants to scale their ventures.

The podcast has been distributed on Spotify, with transcriptions available on the EmpoWomen website for greater accessibility.

Performance Metrics

The podcast has gained steady engagement, reflecting a growing interest in the narratives of women in deep-tech:

- Consumption Hours: 22 hours of total content consumed, highlighting meaningful listener engagement.
- Streams per Start: A strong retention rate of 68.8%.
- Average Plays per Episode: 2 plays per episode, showing consistent interest.

These metrics underline the podcast's success in amplifying women's voices in deep-tech while setting a foundation for expanded outreach in 2025.

Plans for 2025

Building on the podcast's initial impact, 14 new episodes will be recorded between March and May 2025 and released from May to September 2025.





The podcast will remain accessible on Spotify and supported by written transcriptions on the EmpoWomen website, ensuring both accessibility and inclusivity. By expanding the podcast series, the EmpoWomen Programme aims to further inspire, inform, and connect with audiences globally, solidifying its role as a key platform for promoting women in deep-tech innovation.

4.2.2. Offline Dissemination Tools

Offline dissemination is crucial for fortifying networks, promoting the EmpoWomen Programme, and actively engaging participants. Internal meetings and self-organized events consolidate the consortium's efforts, while participation in external events broadens the program's visibility and fosters new collaborations.

In 2025, EmpoWomen will continue leveraging both external and self-organized events to expand its reach. The focus will remain on fostering collaboration, empowering women in deep tech, and amplifying program outcomes, ensuring impactful dissemination at local, regional, and global levels.

a) External events

EmpoWomen consortium members will maintain a strong presence at major global startup and innovation events in Europe. Members will participate as attendees, co-organizers, partners, or speakers, creating opportunities to showcase the program and connect with diverse audiences. To further the programme's global outreach, partners can also allocate resources to attend third-party events that align with EmpoWomen's objectives and target audience.

Objectives of External Event Participation

- **Promotion and Visibility:** Disseminate information about the EmpoWomen project and its achievements.
- **Collaboration:** Deepen cooperation with stakeholders, fostering strong mutual relationships.
- **Community Engagement:** Gather feedback, suggestions, and recommendations to improve the program.
- **Expansion:** Strengthen networks and leverage results beyond local ecosystems.





Partners attending events on behalf of EmpoWomen will play a pivotal role in boosting the program's visibility and success.

Key External Events for 2025

Table 1. Tentative calendar of external events in 2025

Date	Event	Location
29–31 January 2025	sSTARTUp Day	Tartu, Estonia 🇪🇪
5–7 February 2025	TechChill	Riga, Latvia 🇱🇻
20–21 February 2025	Techarenan	Stockholm, Sweden 🇸🇪
3–6 March 2025	4YFN	Barcelona, Spain 🇪🇸
13–14 March 2025	Hello Tomorrow	Paris, France 🇫🇷
20–21 March 2025	START Summit	St. Gallen, Switzerland 🇨🇭
25–26 March 2025	Tech.eu Summit	London, UK 🇬🇧
24–25 April 2025	EU Startups Summit	Valletta, Malta 🇲🇹
7–8 May 2025	Turing Fest	Edinburgh, Scotland 🇬🇧





Date	Event	Location
8–16 May 2025	ViennaUP	Vienna, Austria 
12–14 May 2025	PODIM	Maribor, Slovenia 
12–16 May 2025	Iceland Innovation Week	Reykjavík, Iceland 
21–23 May 2025	Latitude59	Tallinn, Estonia 
28–29 May 2025	Infoshare	Gdańsk, Poland 
28–29 May 2025	Dublin Tech Summit	Dublin, Ireland 
2–7 June 2025	SXSW London	London, UK 
4–5 June 2025	Perspektywy Women in Tech	Warsaw, Poland 
4–5 June 2025	Arctic15	Helsinki, Finland 
4–6 June 2025	South Summit	Madrid, Spain 
5 June 2025	Hinterland of Things	Bielefeld, Germany 
9–13 June 2025	London Tech Week	London, UK 





Date	Event	Location
11–14 June 2025	VivaTech	Paris, France 
19–20 June 2025	The Next Web Conference	Amsterdam, Netherlands 
TBD, typically June	Techsylvania	Cluj-Napoca, Romania 
TBD, typically September	TechBBQ	Copenhagen, Denmark 
14–16 September 2025	Infobip Shift	Zadar, Croatia 
22–26 September 2025	Oslo Innovation Week	Oslo, Norway 
24–26 September 2025	Italian Tech Week	Turin, Italy 
26–28 September 2025	IT Arena	Lviv, Ukraine 
29 September – 1 October 2025	Bits & Pretzels	Munich, Germany 
1–2 October 2025	How to Web	Bucharest, Romania 
TBD, typically October	Startup Fair	Vilnius, Lithuania 





Date	Event	Location
TBD, typically October	Valencia Digital Summit	Valencia, Spain 
29–30 October 2024	Wolves Summit	Vienna, Austria 

For dissemination activities will be designed and printed up to 1.000 flyers and rollups promoting the programme.

b) Self-organized events

Self-organized events are a cornerstone of the EmpoWomen Programme's strategy to engage, support, and empower women entrepreneurs, particularly in widening areas. These events are designed to increase the program's reach, foster community engagement, and provide essential resources to participants.

In **2024**, EmpoWomen achieved significant progress in this area, organizing:

- **3 Offline Events:** These in-person gatherings provided networking, mentorship, and capacity-building opportunities. (*KPI: 10 in total; 7 offline events planned for 2025*).
- **21 Webinars & Online Q&A Sessions & Informational Workshops:** These virtual sessions addressed specific needs, offering guidance on the application process and program benefits. These workshops targeted the unique challenges of women-led deep-tech startups, enhancing their readiness and capabilities. (*KPI: 30 in total; 9 workshops remain to be organized*).

Plans for 2025

Building on this foundation, **2025** will see an intensified focus on self-organized events, including:



- **7 Offline Events:** These events will be held across widening areas to meet the total KPI of 10 by the end of the project. They will aim to:
 - Raise awareness about the program.
 - Build networks among entrepreneurs, stakeholders, and mentors.
 - Enhance capacities through workshops and training sessions.
 - Showcase the success stories of women-led ventures.
 - Engage local communities to foster long-term support and growth.
- **9+ Webinars & Online Q&A Sessions & Informational Workshops:** These will address the remaining KPI and will include interactive sessions on topics such as overcoming entrepreneurial challenges, accessing funding, and leveraging deep-tech innovations.

By organizing a total of 7 offline events and 9 online event in **2025**, the EmpoWomen Programme will ensure the continued success of its dissemination and communication efforts, empowering more women entrepreneurs and solidifying its impact across widening areas.

c) EU-Clustering Activities

EmpoWomen engaged in strategic EU-clustering activities to amplify the reach of its Open Calls and to promote the program within European networks. These efforts focused on fostering collaboration with other EU-funded projects and initiatives, aligning with the European Union's broader objectives to support women in technology and entrepreneurship. The KPI for collaborations with Startup Europe projects is set at 10, and these activities have already laid the groundwork for achieving this target. Notable activities included:

- **Monitoring and Cross-Promotion:** Continuously tracking relevant EU projects and promoting opportunities through EmpoWomen's channels.
- **Infoday:** A dedicated event to promote EU projects like Ready2Scale and D2Scale.
- **Webinar on Public Funding:** A session in collaboration with SynergistEIC to explore EU funding opportunities for startups.
- **Panel at PODIM:** Discussion on European initiatives supporting women in deep-tech entrepreneurship.
- **Roundtable at EDIH Summit:** A session on synergies between the Startup Europe ecosystem and European Digital Innovation Hubs.





These activities helped strengthen EmpoWomen's connections within the EU ecosystem and laid the foundation for further collaboration in 2025.

Plans for 2025

In 2025, EmpoWomen will build on these successful collaborations by:

- Strengthening ties with existing Startup Europe projects and identifying new partners.
- Organizing targeted workshops and webinars to further explore EU-funded opportunities.
- Participating in prominent EU events and panels to showcase the program's achievements and foster new synergies.
- Hosting four matchmaking events to connect women-led deep-tech startups with investors, mentors, and ecosystem partners, addressing the KPI of organizing such events in 2025.
- Hosting collaborative sessions to share insights and best practices with other EU initiatives, contributing to the collective advancement of gender diversity in tech.

Through these ongoing and planned activities, EmpoWomen aims to meet and exceed the KPI of 10 collaborations with Startup Europe projects and 4 matchmaking events, while significantly enhancing its outreach and impact of the project across Europe.

5. Internal Communication & Dissemination Plan 2025

Efficient internal communication is essential to the seamless execution of the EmpoWomen Programme, ensuring that the project's goals are met effectively while maximizing results. For the second year of the programme, the consortium reaffirms its commitment to a structured and collaborative communication framework that includes the following mechanisms:

1. **Consortium Meetings:** Regularly scheduled consortium meetings serve as pivotal moments to review progress, discuss challenges, and align on future plans. These meetings will also provide an opportunity to reinforce the shared vision and objectives of the programme.
2. **Regular Email Updates:** The communication package lead disseminates structured email updates to all consortium members. These updates summarize key developments,





milestones achieved, and upcoming priorities to ensure every member remains informed and aligned.

3. **Monthly Conference Calls:** To facilitate dynamic exchange of project information and timely updates, the consortium conducts monthly conference calls. These calls enable partners to share insights, discuss progress, and collaboratively address any challenges or bottlenecks.

By implementing this internal communication and dissemination plan, the consortium aims to foster a collaborative environment, promote transparency, and maximize the effectiveness of the EmpoWomen Programme's goals in its second year.

5.1. Consortium Meetings

Consortium meetings are essential for the effective coordination and strategic alignment of the EmpoWomen Programme. These gatherings enable partners to synchronize efforts, refine communication and dissemination strategies, and review progress toward the project's objectives. They provide a collaborative platform for sharing updates, addressing challenges, and planning the next phases of the program.

In the first year of the EmpoWomen Programme, two consortium meetings were held: the kick-off meeting in Pamplona (November 2023) and the second general assembly in Brussels (March 2024).

Plans for 2025

In 2025, the EmpoWomen consortium will continue to hold regular meetings to maintain momentum and ensure the program's success. These will include:

- **Third General Assembly Meeting (February 2025, Spain – TBC):**
Partners will evaluate the second Open Call, assess mid-term results of the acceleration program, and discuss future outreach initiatives.





- **Fourth General Assembly Meeting (September-October 2025, TBC):**

The final meeting will consolidate the project's achievements and strategize for long-term sustainability.

These meetings ensure the alignment and collaboration of all consortium members, enabling the EmpoWomen Programme to achieve its objectives and maximize its impact on women entrepreneurs in deep tech.

5.2. Other Procedures

Effective communication with partners is essential for the success of the EmpoWomen programme. The following procedures outline the methods and practices for ensuring clear, organized, and impactful communication throughout the program:

1. Communication Channels

A variety of communication channels are utilized to facilitate seamless information exchange and collaboration among partners:

Email: For formal communication, sharing documents, and important announcements, real-time communication, file sharing, and project updates.

Project Management Tools: Google Disk, Google Calendar and Google Sheets support project-specific communication, task management, and collaboration.

Video Conferencing: Tools like Zoom, Microsoft Teams, or Google Meet facilitate virtual face-to-face meetings for enhanced collaboration.

Regular offline meetings are scheduled to discuss progress, share updates, and address concerns, as outlined in Section 8.1 ("Consortium Meetings").

2. External Communication





The external communication procedure, led by the WP Leader TechUA, ensures the program's visibility and engagement with the wider audience:

Website: The EmpoWomen website serves as a central hub, featuring information about the program, partner profiles, success stories, and event announcements. Consortium members contribute content collaboratively.

Social Media: A dedicated social media manager from TechUA oversees posts on LinkedIn, Facebook, X(Twitter), and Instagram, maintaining a consistent tone that aligns with the programme's inclusive and empowering brand. Partners are encouraged to share updates using hashtags like #EmpoWomen, #HorizonEurope, #EISMEA, #WomenInTech, #DeepTech.

Events: Partners attending events on behalf of EmpoWomen play a key role in:

- Representing the programme.
- Networking to identify opportunities with like-minded organizations.
- Distributing promotional materials.
- Participating in relevant discussions or presentations.
- Collecting feedback to refine the program.

Accelerator and Incubator Scouting: led by Sploro, a scouting of accelerators and incubators from the targeted areas was performed. The purpose was to engage them in the dissemination and communication activities, so they could become multipliers for potential applicants to achieve as wide a representation as possible. The data from Open Call for Applicants #1 were analysed upon the closure of the call to determine the least represented regions, and the accelerators and incubators from said regions received the whole Media Kit so they could share with their entrepreneur and startup networks.

3. Confidentiality and Data Protection

Adherence to GDPR is a critical component of the program. General guidelines on compliance are available on the EmpoWomen website in the "Terms of Services" section.





4. Obligations

In accordance with Article 17 of the Grant Agreement, beneficiaries must adhere to the following obligations for communication and dissemination activities:

Acknowledge EU support and display the European emblem along with the funding statement in all communication materials (e.g., brochures, posters, presentations, websites, and social media posts).

Ensure the emblem is distinct and separate, displayed as prominently as other logos, and not altered with additional visual marks or text.

Use the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

By following these communication procedures, the EmpoWomen program fosters strong partnerships, ensures effective collaboration, and collectively works toward its objectives.

6. General Dissemination Plan 2025

To summarize the communication and dissemination strategy, it is crucial to detail dissemination aims and measures to ensure the success and widespread impact of the EmpoWomen Programme. This plan outlines target audiences and channels through which information about the EmpoWomen Programme will be shared to maximize the visibility of the project. Below is a general overview of the dissemination plan for 2025:



Table 2: Dissemination for target groups in 2025

Dissemination for different target groups		
Target Group	Aims	Measures and channels:
FEMALE ENTREPRENEURS Female Entrepreneurs Women-led Digital startups Women-led startups Women-led Spin-offs & RTOs	To encourage to apply and participate in the EmpoWomen program; To empower and support women entrepreneurs in deep tech by providing them with the necessary tools, networks, and opportunities to thrive in the business world; To promote the growth and success of women-led companies by facilitating access to relevant resources, mentorship, and a network of support within the digital entrepreneurship ecosystem.	Website Newsletter Public deliverables published on the website Social media: Twitter, Facebook, LinkedIn Media clippings Webinars Events Podcasts
STARTUP SUPPORT & INVESTORS Accelerators Incubators Investors (BA, VC, Corporate Ventures)	To contribute to the creation of a more inclusive and dynamic entrepreneurial landscape, unlocking the full potential of women entrepreneurs and driving innovation and economic growth; To create a supportive ecosystem within investment, accelerator, and incubator communities that actively encourages and champions women-led ventures, breaking down barriers and biases; To facilitate equal access to financial resources, mentorship, and networking opportunities for women-led startups, ensuring a level playing field for all entrepreneurs.	Website Newsletter Public deliverables published on the website Social media: Twitter, Facebook, LinkedIn Publications aimed at an expert audience Project summary brochures Information in the media Networking events Podcasts



INNOVATION & STARTUPS ECOSYSTEMS Startups Associations Startup Networks EIC Widening Area Ecosystems	To improve access to essential resources such as funding, mentorship, and networking opportunities for women entrepreneurs in widening areas; To establish mentorship networks that connect experienced mentors with women entrepreneurs in widening areas, fostering a supportive community and facilitating knowledge transfer; To catalyze positive change, creating a more inclusive and vibrant entrepreneurial landscape that empowers women to contribute significantly to economic development and community growth.	Website Newsletter Public deliverables published on the website Social media: Twitter, Facebook, LinkedIn Publications aimed at an expert audience Project summary brochures Information in the media Networking events Podcasts
POLICY MAKERS & SOCIETY European Commission Local Governments Member states Society as a whole	To advocate for the formulation and implementation of policies that promote gender equality, particularly within the realms of entrepreneurship, education, and employment; To create an environment that encourages and supports women-led companies in deep tech sector; To boost an environment that encourages women and girls to pursue education and careers in STEM and other traditionally male-dominated fields; To support collaborations with non-governmental organizations, private sector entities, and international organizations to leverage resources and expertise in implementing gender-responsive policies; To raise public awareness about gender equality and the importance of women's empowerment, aiming to create a societal shift in attitudes and perceptions.	Website Newsletter Public deliverables published on the website Social media: Twitter, Facebook, LinkedIn Publications aimed at an expert audience Project summary brochures Information in the media Networking events Podcasts
TECH MEDIA	To increase the visibility and representation of women in technology by featuring their success stories, achievements, and contributions through tech media;	Regular press releases Events open to the press Interviews / Podcasts



	To feature and highlight technological innovations, products, and services developed by women, emphasizing their creativity and impact on the industry; To cover empowerment programs, workshops, and mentorship initiatives designed to support and uplift women in technology.	
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7. Evaluation, Monitoring of Communication & Dissemination Activities & Continuous Improvement

Communication and dissemination activities for the EmpoWomen Programme will be continuously evaluated and monitored to ensure their effectiveness and alignment with the project's objectives. A structured approach to assessment will help identify strengths, areas for improvement, and necessary adjustments to optimize impact. This section outlines the methods, KPIs, and strategic recommendations for 2025, building on the progress made in the previous year.

Evaluation and Monitoring Framework

Evaluation will be conducted using a combination of quantitative and qualitative success indicators, including the following:

1. **Application Numbers**

Tracking the number and quality of applications received, ensuring they meet the target audience criteria.

2. **Web Analytics**

Monitoring website traffic, engagement metrics, and application conversions to assess online visibility and effectiveness.



3. **Social Media Metrics**

Measuring impressions, reach, engagement rates, and follower growth across platforms.

4. **Media Coverage**

Analyzing the extent and impact of press coverage and online mentions to gauge public awareness and interest.

5. **Participant Success**

Tracking the progress and achievements of women-led companies participating in the program, including business growth and market impact.

6. **Event Outcomes**

Assessing attendance, engagement levels, and feedback from organized and attended events.

7. **Content Performance**

Evaluating the reach and impact of podcasts, publications, newsletters, and other communication materials.

Key Performance Indicators (KPIs) for 2025

To guide and measure progress, KPIs will be aligned with the updated objectives and expected outcomes of the program. These include:

- **Website Performance:** Target for unique monthly visitors is set at 2,000, with a cumulative target of 24,000 visitors for the year.
- **Social Media Impact:** Aim for 10,000 impressions per month and 3,000 followers across platforms by year-end.
- **Event Participation:** Attend at least 2 external events and organize 7 self-hosted events, including 4 matchmaking events.
- **Podcasts:** Deliver 14 additional podcast episodes to meet the total target of 20, and overpass it, as there are 25 startups and 25 success stories with them accordingly.





- **Media Coverage:** Continue with media clippings, as 84 are done already, surpassing KPI of 50 items, and secure 10 publications in the Startup Europe Club.
- **Printed Materials:** Distribute an additional 1,000 flyers to reach a total of 2,500.

Continuous Improvement Plan

To refine and enhance the dissemination strategy, the following actions will be implemented:

1. **Data-Driven Decision Making:** Regularly analyze KPI data and stakeholder feedback to identify successful practices and areas needing improvement.
2. **Enhanced Digital Engagement:** Invest in targeted social media campaigns, SEO optimization, and interactive content to increase audience engagement and conversions.
3. **Strengthened Partnerships:** Foster collaborations with ecosystem stakeholders such as accelerators, incubators, investors, and policy-makers to amplify the program's reach and resources.
4. **Optimized Event Strategy:** Focus on high-impact events that align with the program's goals and target audiences. Ensure thorough pre-event promotion and post-event follow-ups.
5. **Dynamic Content Creation:** Develop compelling stories, videos, and podcasts showcasing the achievements of women entrepreneurs and program milestones to inspire and engage the audience.
6. **Regular Reporting and Feedback:** Schedule quarterly reviews of communication activities, presenting findings to the consortium and adapting strategies based on insights.

In general, the 2025 evaluation and monitoring plan will ensure the communication and dissemination activities are impactful, efficient, and aligned with the program's overarching goals. Continuous tracking and iterative improvement will help the EmpoWomen Programme achieve its vision of empowering women entrepreneurs in deep tech and fostering a more inclusive and dynamic entrepreneurial ecosystem.





Conclusion

The updated Dissemination & Communication Plan for the EmpoWomen Programme in 2025 provides a clear and strategic framework for continuing to support and empower women entrepreneurs in the deep-tech sector. Through targeted communication efforts, the plan seeks to amplify the project's reach, foster collaboration, and create an enduring impact on both local and regional ecosystems. By focusing on raising awareness, engaging stakeholders, and providing tailored messaging to diverse audiences, the plan will ensure that the goals of the EmpoWomen project are effectively communicated, fostering a greater understanding of the value of women-led startups in deep-tech.

The 2025 plan builds upon the foundations laid during the first year of the project, using proven methodologies and channels while introducing new initiatives to expand its influence. Through media outreach, strong partnerships, active participation in industry events, and a robust online presence, the project will continue to highlight the achievements of women entrepreneurs and the transformative potential of their work. Additionally, continuous monitoring and evaluation will ensure that communication activities remain adaptable, responsive, and impactful as the project progresses.

The updated strategy also emphasizes the importance of internal communication, ensuring all partners and stakeholders are aligned and well-informed to achieve collective success. The inclusion of a comprehensive approach to external and internal dissemination, along with the focus on continuous improvement, will provide the necessary tools to drive long-term results.

By focusing on increasing the representation of women in deep-tech entrepreneurship, the EmpoWomen Programme aims to contribute to the sustainable growth of innovation ecosystems across Europe. This strategic dissemination plan plays a key role in cementing the program's legacy, empowering women entrepreneurs, and fostering a more inclusive, diverse, and innovative future in deep-tech.

