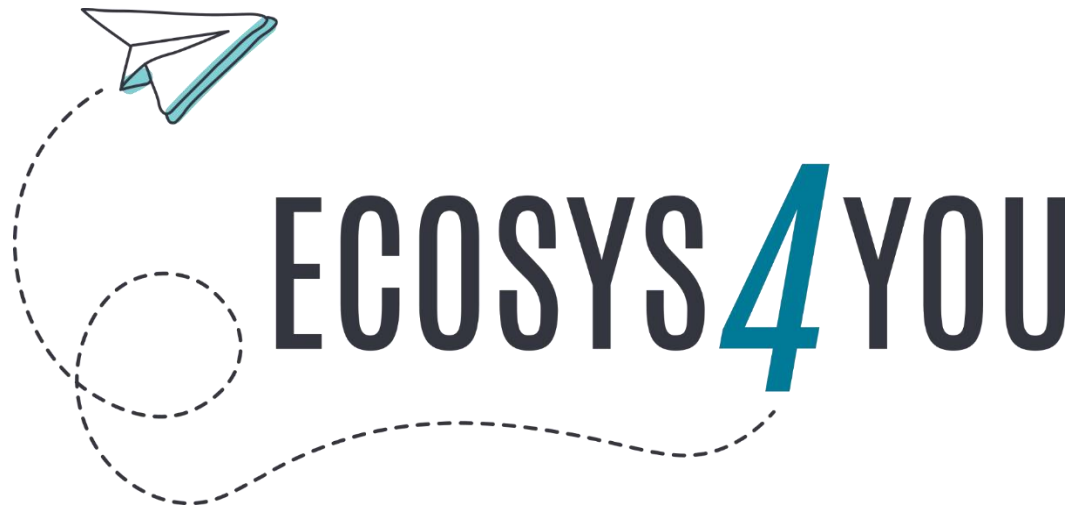




Ref: Ares(2024)1709652 - 05/03/2024
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Awareness & Information Campaign

This campaign's target groups:

- ecosystem startups & intermediaries
- young people interested in entrepreneurship
- broader audience



AIMS

Target groups

- **ecosystem startups & intermediaries**
- **young people interested in entrepreneurship**
- **broader audience**

Objective

- To acquire participants for the educational programme and its activities

Tools

- An **information campaign** raising awareness for the Ecosys4you programme, **tailored activities** such as classes, mentoring, co-ideation challenges and internships addressing the needs of young people interested in entrepreneurship.

Communication Channels

- The HEIs of the Ecosys4you partnership will use their information channels to address students. Furthermore, the information campaign will be rolled-out in the ecosystems via intermediaries and network organisations.

KPI

- Follower reach by existing social media channels;
Students in high tech courses of the ecosystems' universities;
Participants in Ecosys4you activities

The information campaign is supported by Ecosys4you's further dissemination and communication measures.

(Existing) Communication Channels:

1. **Project Website:** Details for programmes on own project website (IAT – WH GE) including the possibility to sign-in to the newsletter - it can be linked to other channels. <https://www.ecosys4you.eu>
2. **Social Media:** Utilization of platforms like Instagram (DOBA, AWARE7, IAT), LinkedIn (DOBA, IAT), Tiktok (AWARE 7), YouTube (RAPIV) and X (IAT; AWARE7) to the audience. Share engaging content, stories of successful entrepreneurs, and program updates.
3. **University Websites/ Social Media:** Collaborating with partner universities to feature program information on their official websites, especially in relevant departments.
4. **Student Councils:** Collaborating with student councils in relevant departments and faculties of universities to feature program information in their channels.
5. **Email Campaigns:** Sending targeted emails/ newsletters to students in high-tech courses, highlighting the benefits of Ecosys4you and inviting them to join.
6. **On-Campus Events:** Hosting information sessions, workshops, or seminars at partner universities to directly engage with students (e.g., at information days, sustainability or business days with roll-up or poster and distribution of flyers).
7. **Ecosystem Hubs:** Partner and intermediaries with local entrepreneurship hubs or co-working spaces to promote the program to aspiring entrepreneurs in the region.
8. **Specific Ecosystem Events:** Presenting the project and activities at events like ruhrSUMMIT, ANDERSMACHER, ICT Cluster-Varna
9. **Key Performance Indicators (KPIs):**
 - Followers reach and engagement on social media.
 - Number of students from courses who inquire about the program.
 - Number of participants in Ecosys4you activities.
 - Feedback from lecturers and educational actors.

Events

External and self-organized events play an important role to reach out to the target groups

The events need to be implemented in the timetable to check, when activities can be advertised.

As external events we have in mind Innowave in Varna or the RuhrSummit, TU Start-up Weekend, Ruhrvalley Convention in the case of the Ruhr entrepreneurial ecosystem, to give examples.

1. Flyer / Brochures or Business cards

To reach out to students, alumni and young entrepreneurs the project team will advertise the project activities at start-up events or university events. Therefore, flyers, brochures or business cards might be helpful.

2. Roll-up banner / Poster or Beach Flag

At some events also roll-up banners will help to represent the project at external events, e.g., at universities or start-up-days as well as for own events like kick-off meetings and final events. Each project partner could have one.

It should represent the project-logo, the key audience, a key message and contact details (e.g., link to the website incl. QR-Code, E-Mail address of the project-coordinator).

3. Bags / Pencils / Keychains or T-Shirts

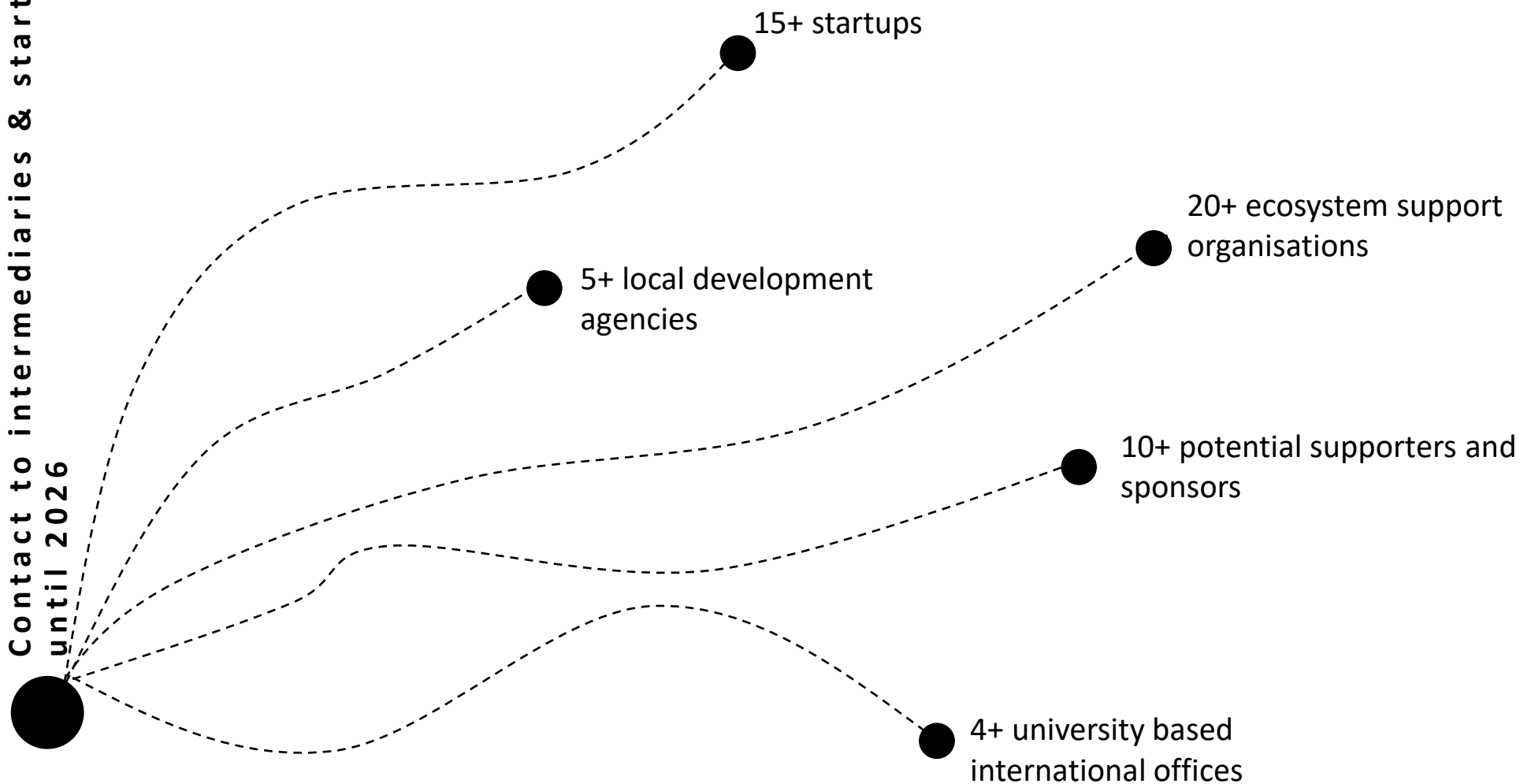
As promotion and gifts for the participants in the challenges, we provide bags, pencils or laser-cut keychains with the project logo, URL and a slogan. Depending on funding and number of participants we might use this as an optional communication tool. Further, T-Shirts for the project partners might be helpful to identify the project staff at events or activities.

Information campaign contributions of the Westphalian University of Applied Sciences

**~ 20 social media
posts in 2024
#ecosys4you**

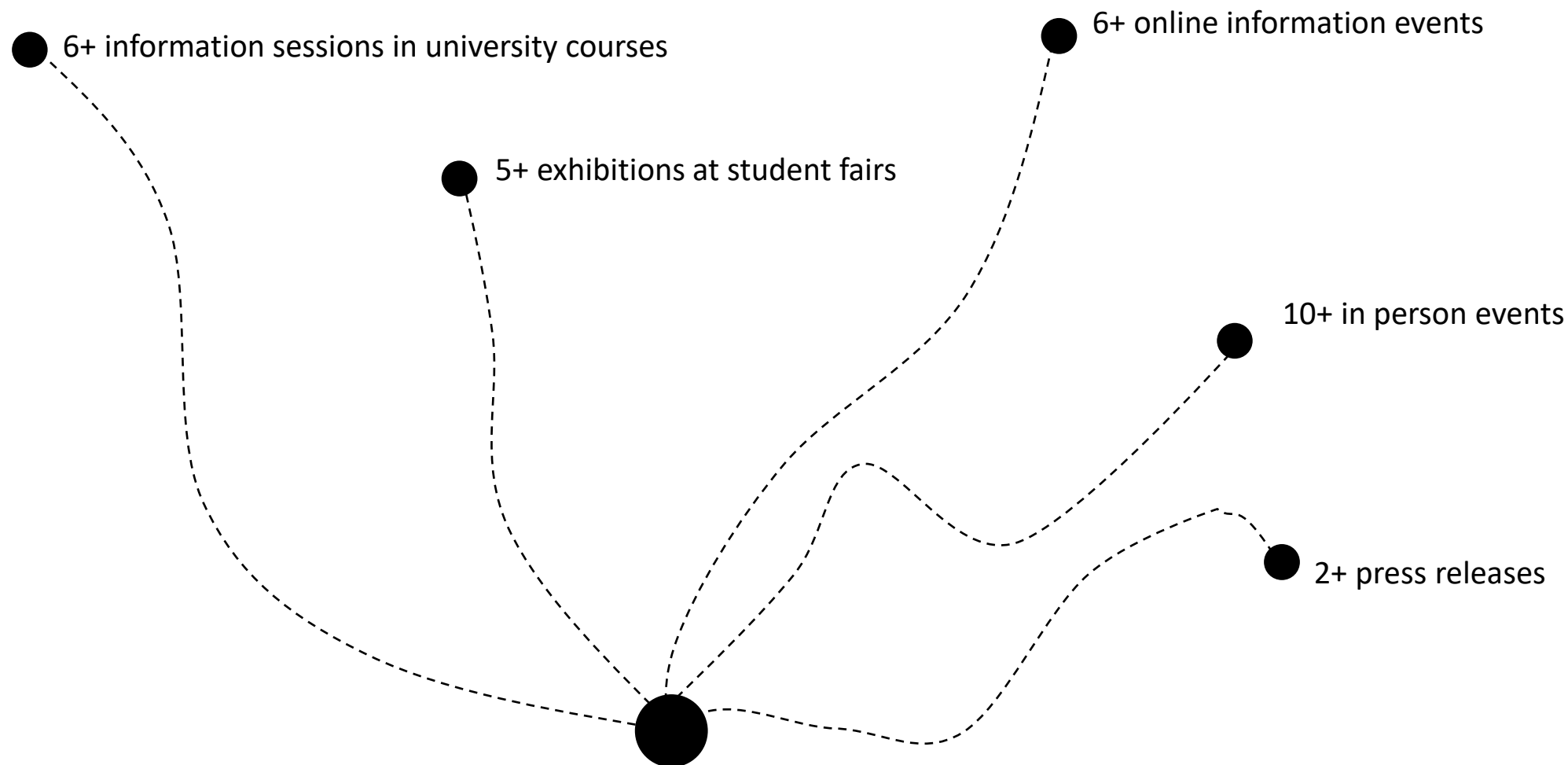
When?	What?
March	call for startups completed co-creation workshops
April	1st information event call for interns
May	2nd information event in-person project meeting in Varna call for interns
June	Match-making presentation of the startups
July	Snapshot of the internship programme marketing for the final event
August	Welcome to the interns social programme activities
September	ruhrSTARTUPWEEK co-ideation challenges
October	Joint classes Mentoring programme
November	Call for interns introducing the mentors
December	Season's greetings

Contact to intermediaries & startups
until 2026



Channels:

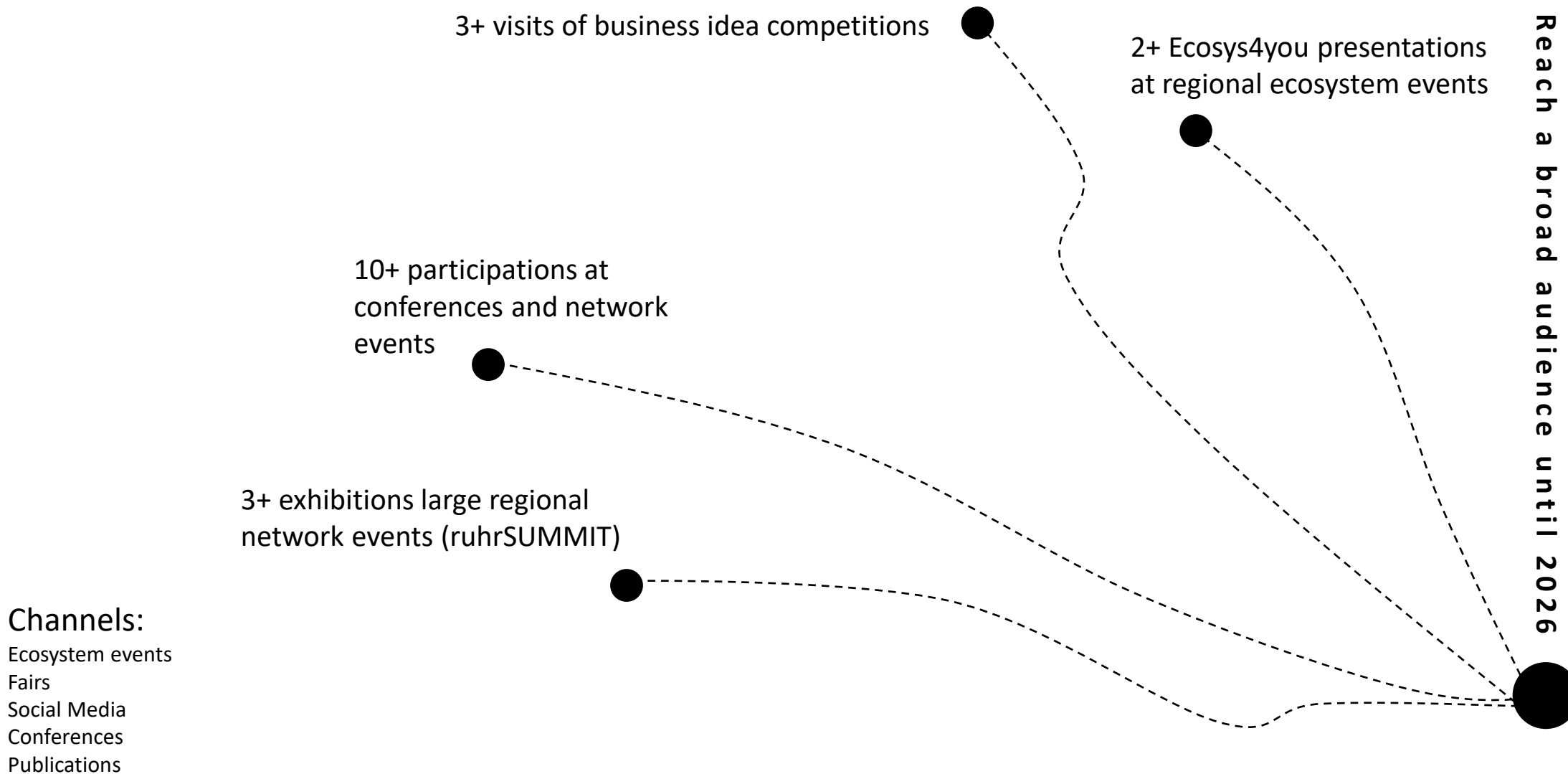
- Interviews
- Events
- Workshops
- Newsletter
- Mail contact



Contact points to students until 2026

Channels:

Teaching
Fairs
Social Media
Workshops



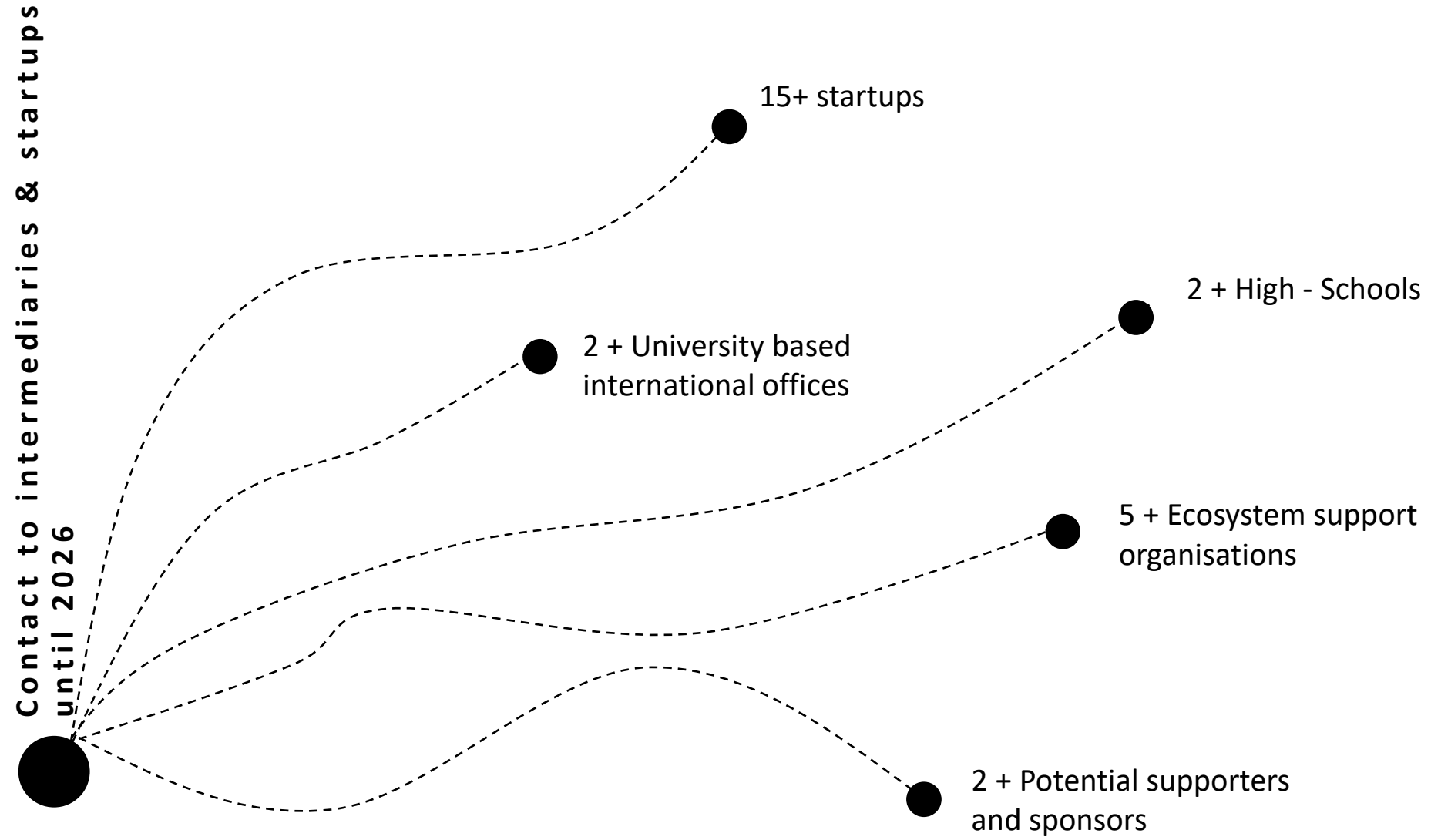
Information campaign contributions of RAPIV

RAPIV

**~ 8 social media
posts in 2024
#ecosys4you**

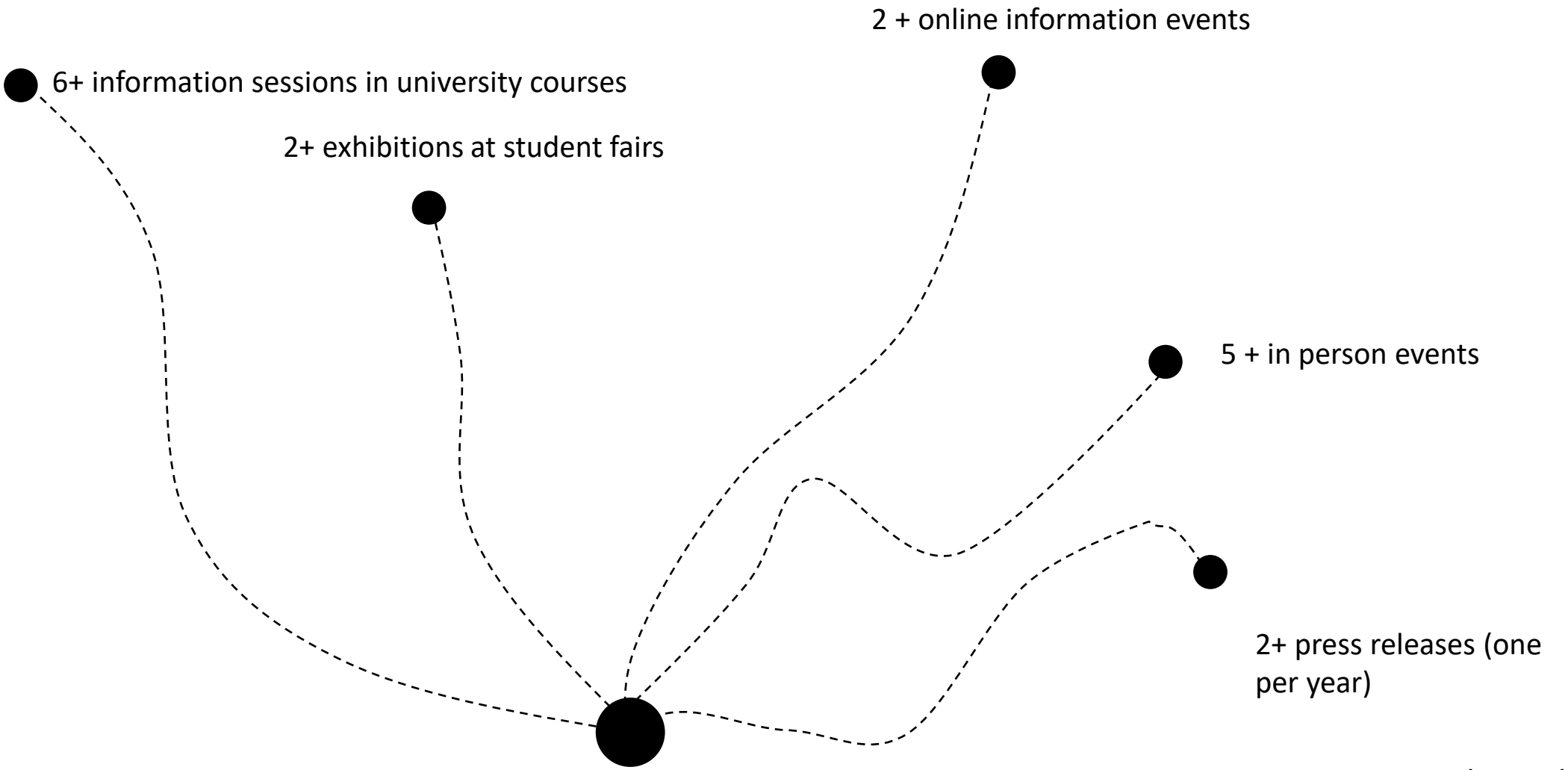
When?	What?
March	Posts about co-creation workshops
April	Campaign for recruitment of students
May	Results from recruitment
June	Partners meeting in Varna
July	Recruitment of mentors
August	Recruitment fo mentees
September	Results from internship
October	Infromation about mentoring programme

RAPIV



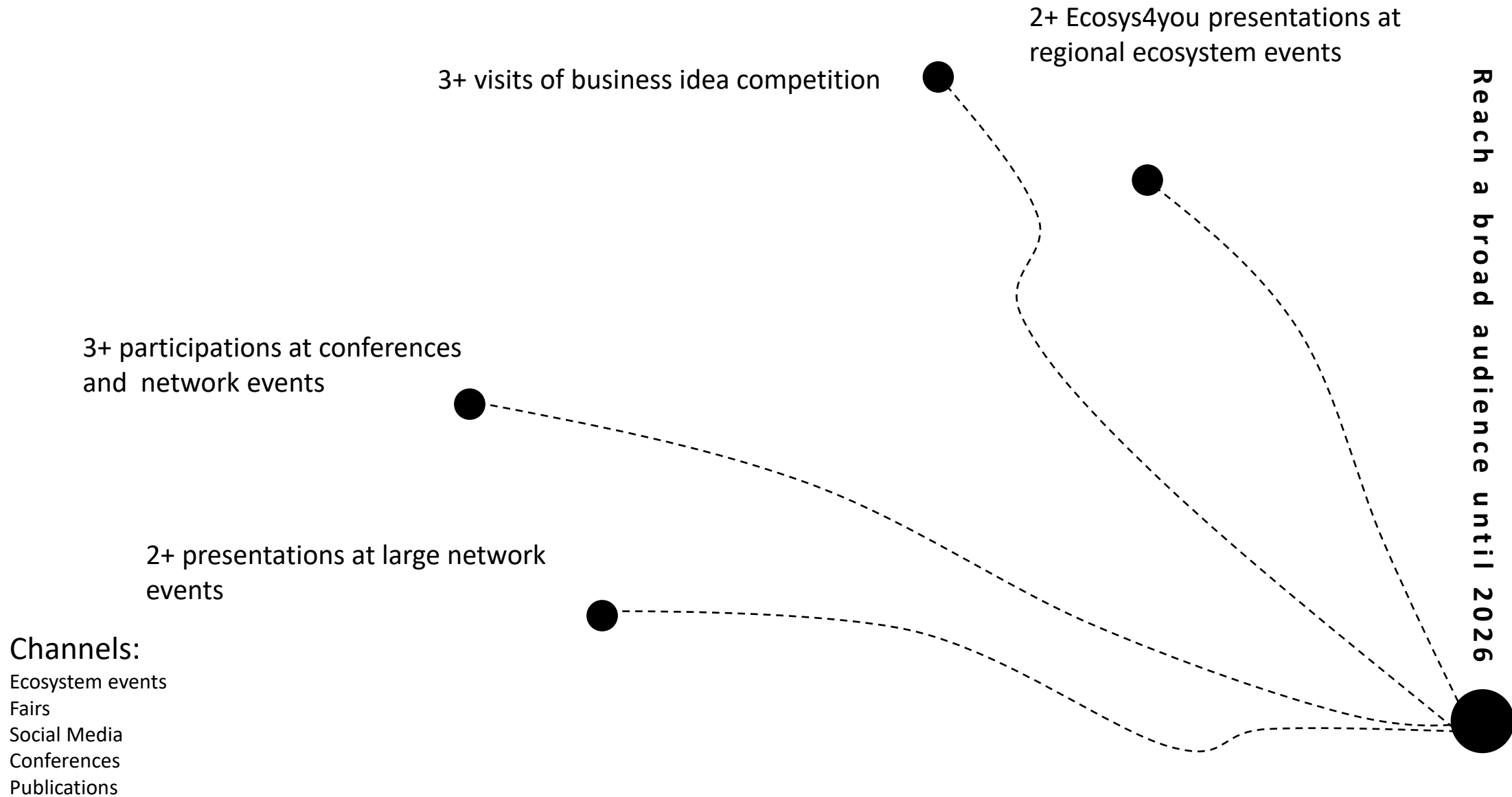
Channels:

- Interviews
- Events
- Workshops
- Newsletter
- Mail contact



Contact points to students until 2026

- Channels:
- Teaching
 - Fairs
 - Social Media
 - Workshops



Institutional-/Project-/ University-Websites & Email-lists / Newsletters

Institution	Contact	E-mail	category
Varna Free University	International office	Provided information about the project	University based international office
University of Economics - Varna	International office	Provided information about the project	University based international office

Direct Contact to Students

When?	What?	Where?	category
March 2024	Information session	Varna Free University	Information session with students
March 2024	Information session	University of Economics	Information session with students
April 2024	Information session	High Schools of Economics	Information session with students
April 2024	Information session	High School of Mathematics	Information session with students

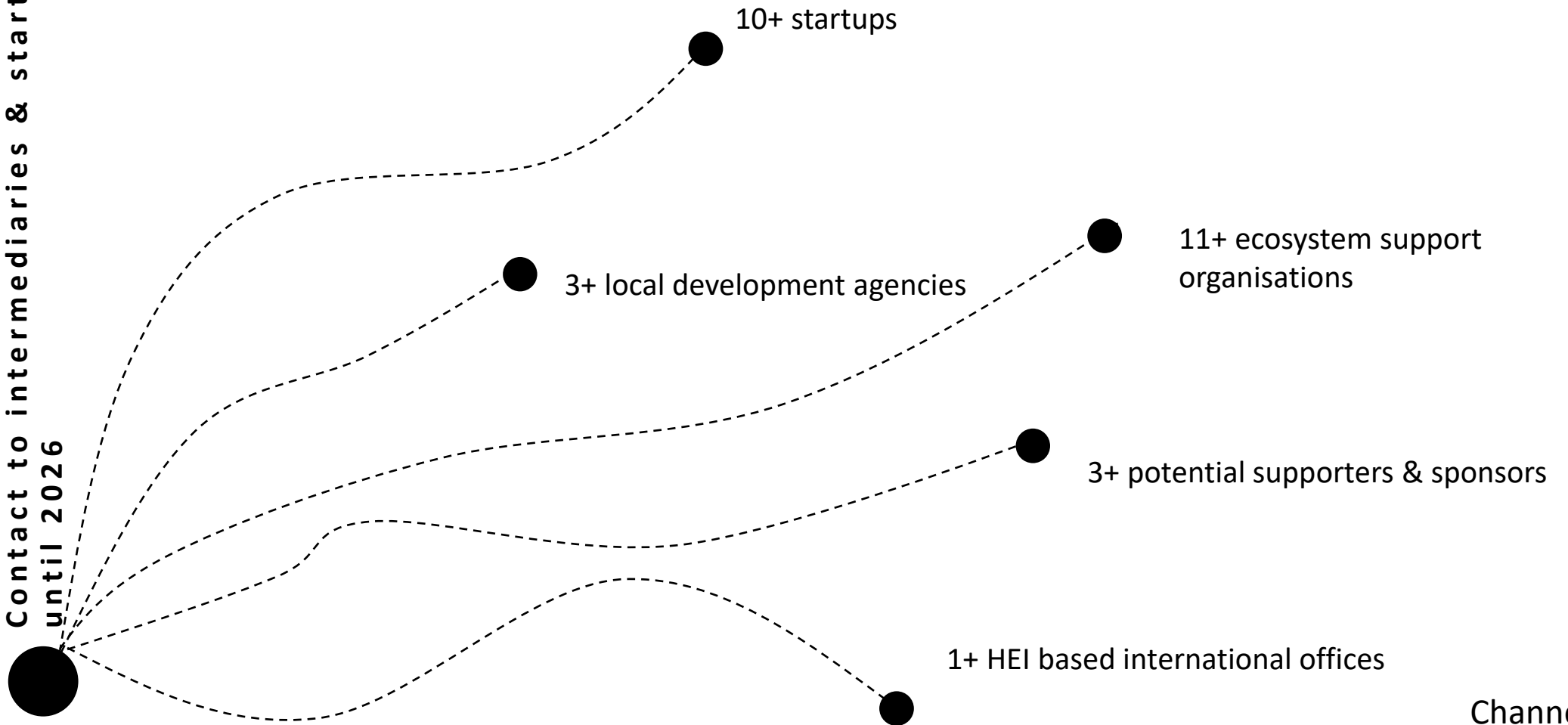
Information campaign contributions of DOBA Business School



**~ 16 social media
posts in 2024**
#ecosys4you

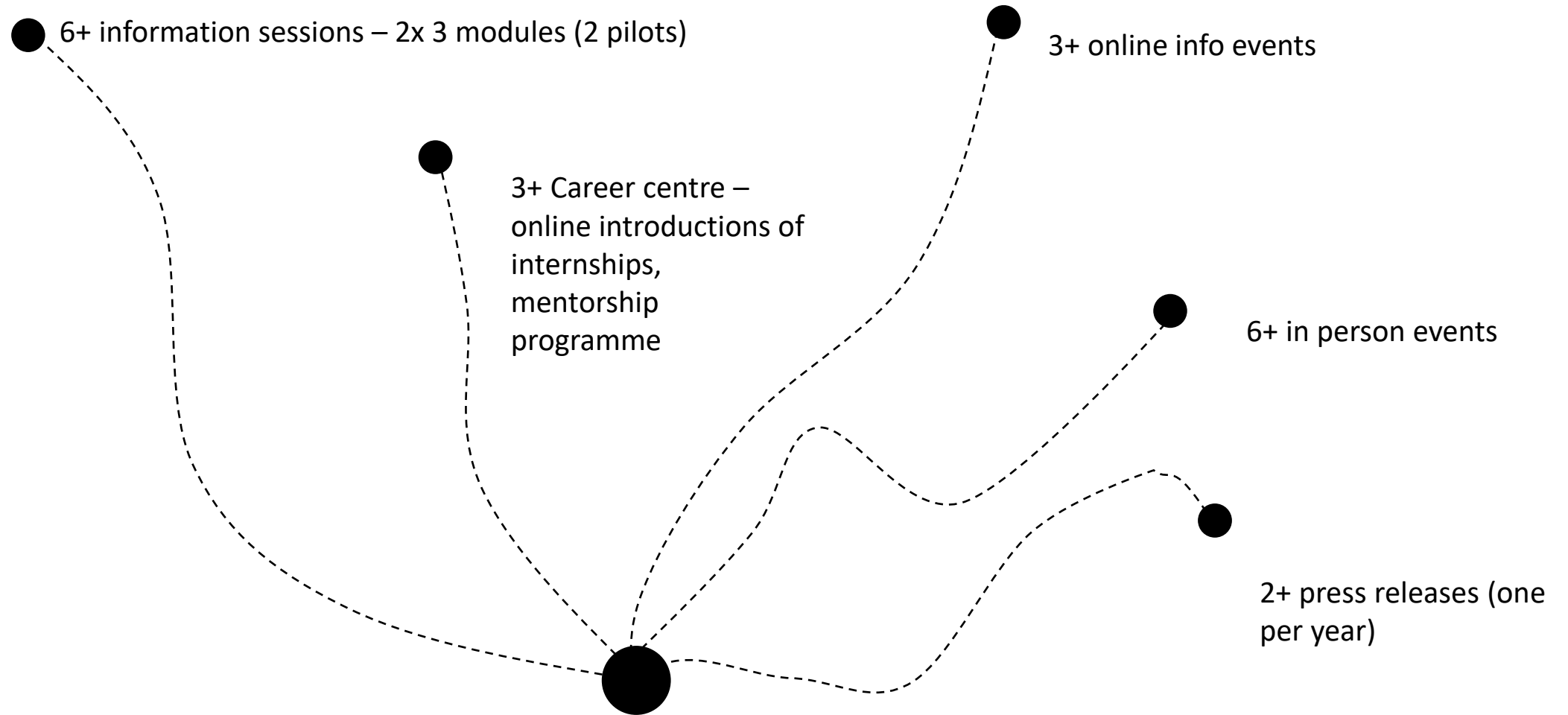
When?	What?
March	Completed co-creation workshops
April	1st information event for internships Call for interns – Erasmus+ mobility
May	2nd information event In-person project meeting in Varna PODIM conference – start-up event
June	Presentation of the start-ups to potential interns
July	Marketing for the internships
August	
September	Joint classes Interns in Germany – value added of internships Co-ideation challenges
October	Joint classes Mentoring programme
November	Joint classes Introducing the mentors
December	Season's greetings

Contact to intermediaries & startups
until 2026



Channels:

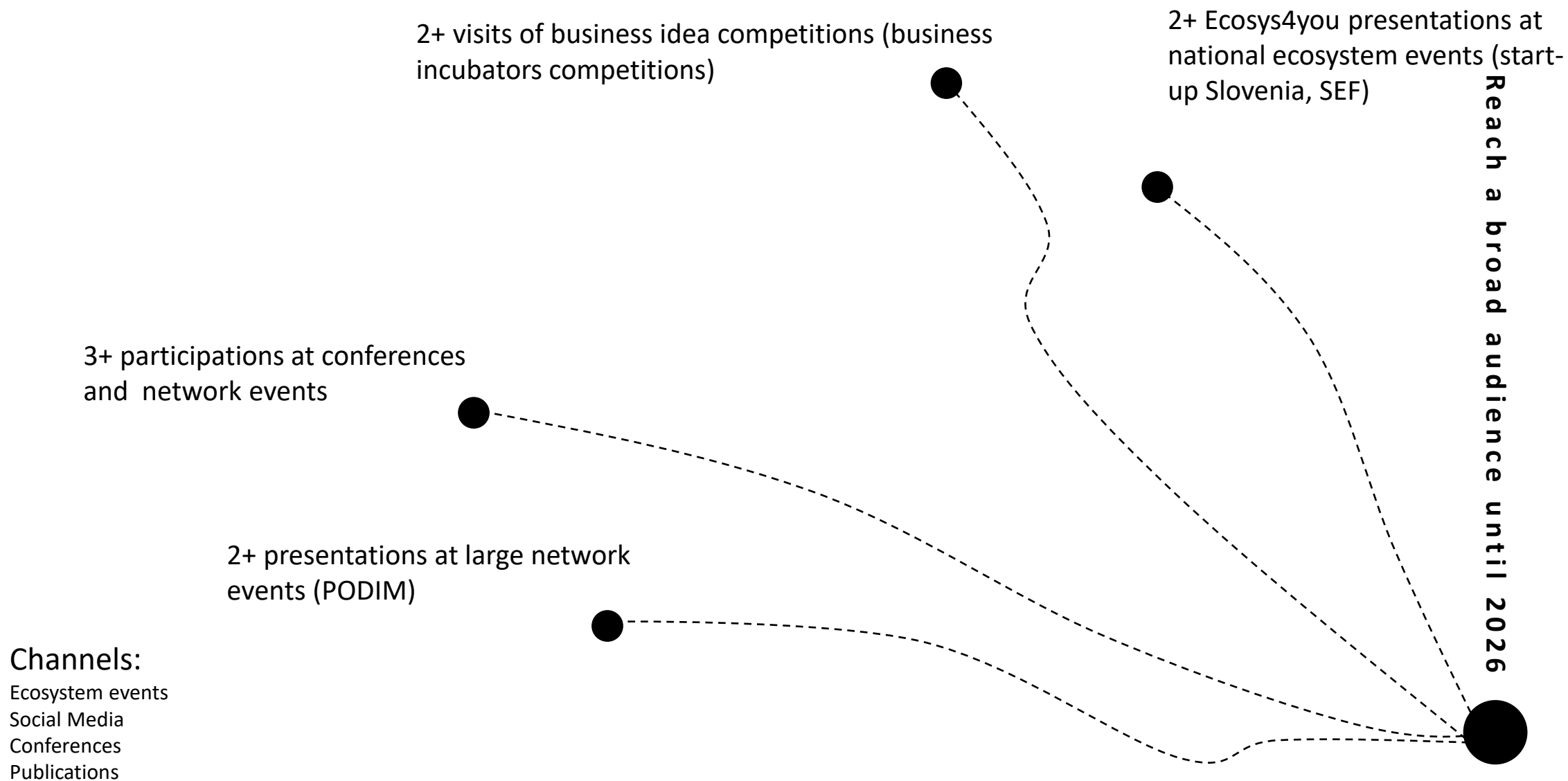
Interviews
Events
Workshops
Newsletter
Mail contact



Contact points to students until 2026

Channels:

Teaching
Career Centre
Social Media
Workshops

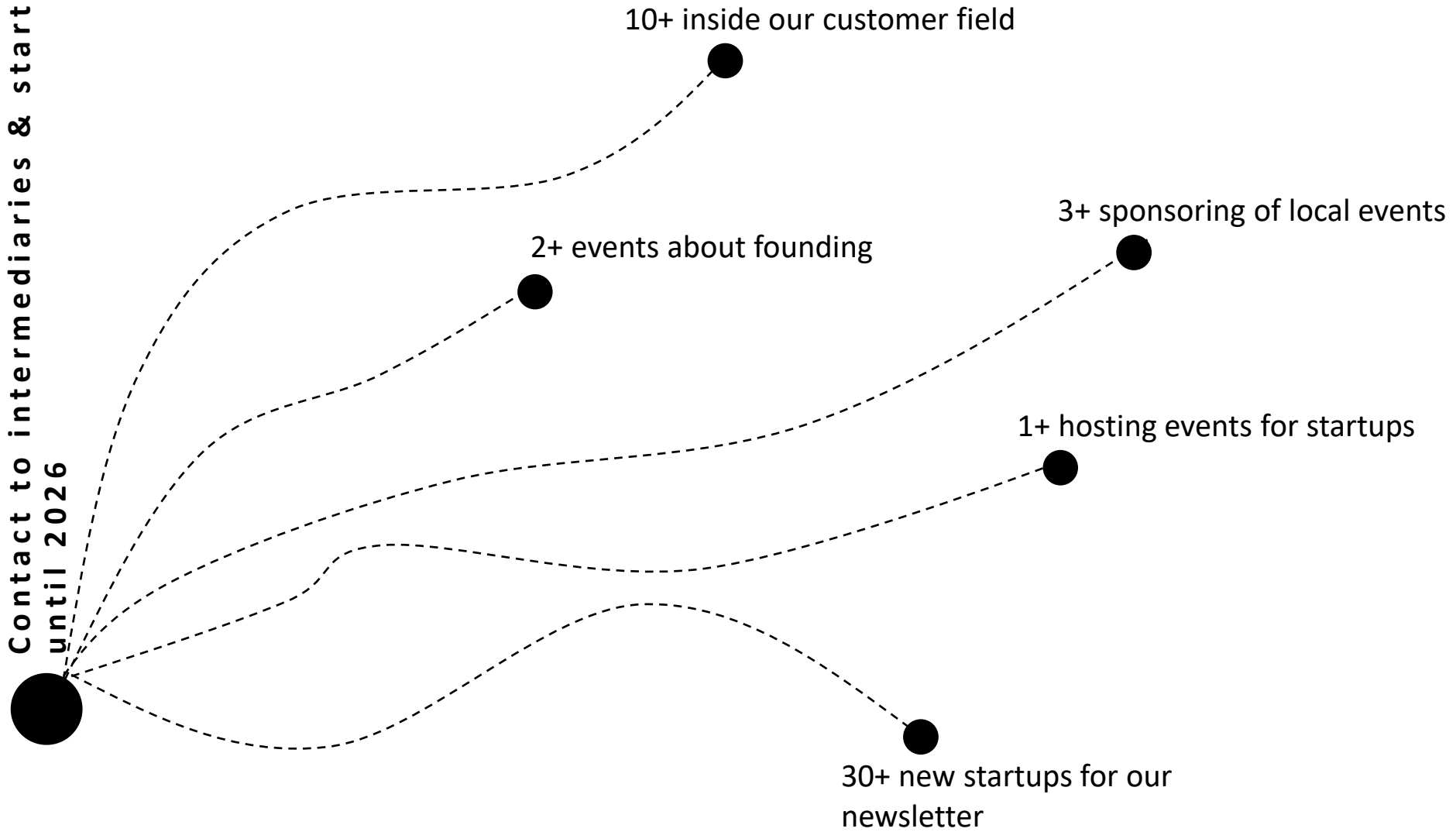


Information campaign contributions of AWARE7

**~ 9 social media
posts in 2024
#ecosys4you**

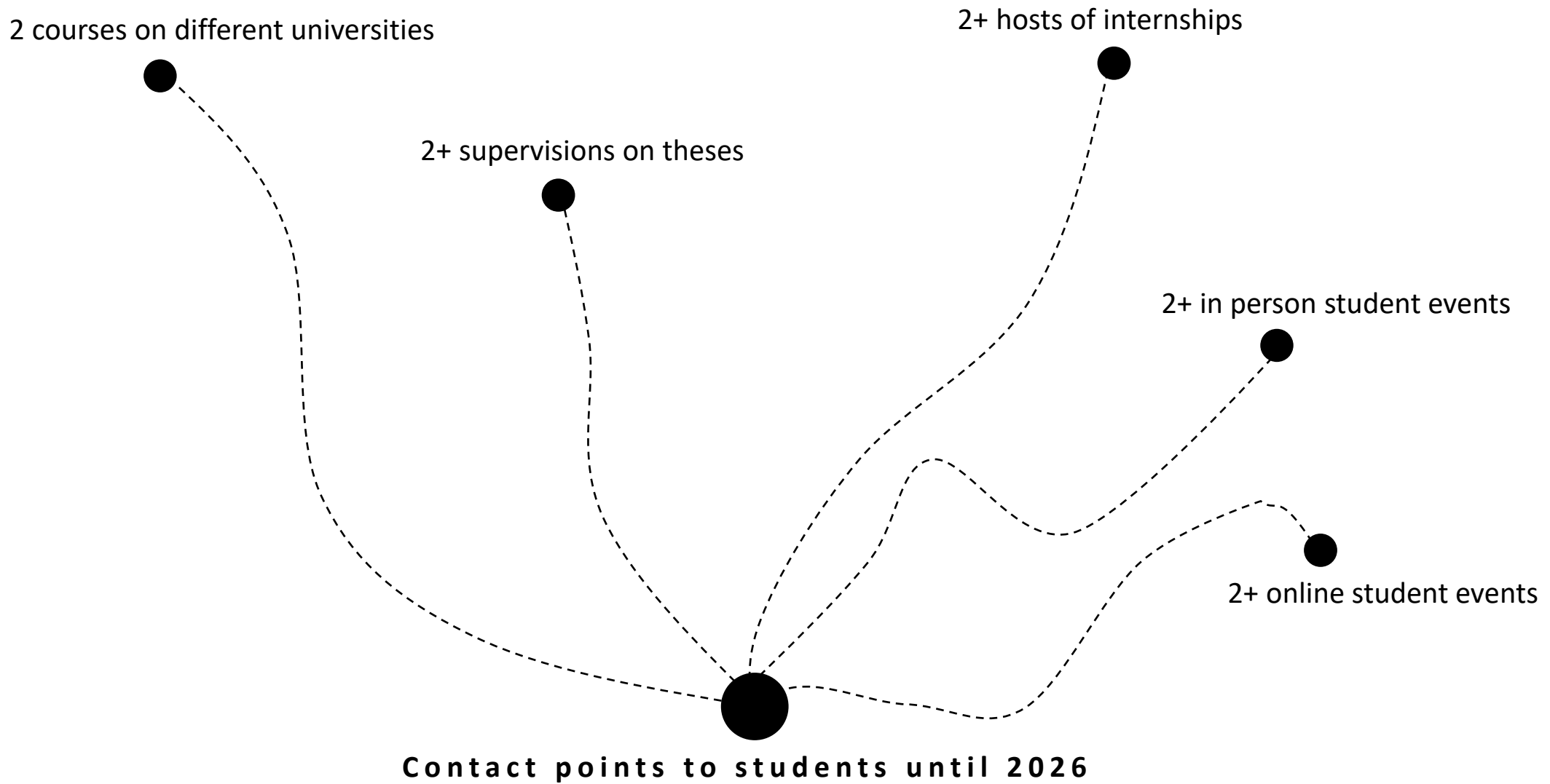
When?	What?
March	Co-creation workshops
April	Call for Interns
May	Results from recruitment
June	Partners meeting in Varna
July	Recruitment of mentors
August	Recruitment fo mentees
September	Results from internship and challenge
October	Review of programmes first round
December	Season's greetings

Contact to intermediaries & startups
until 2026

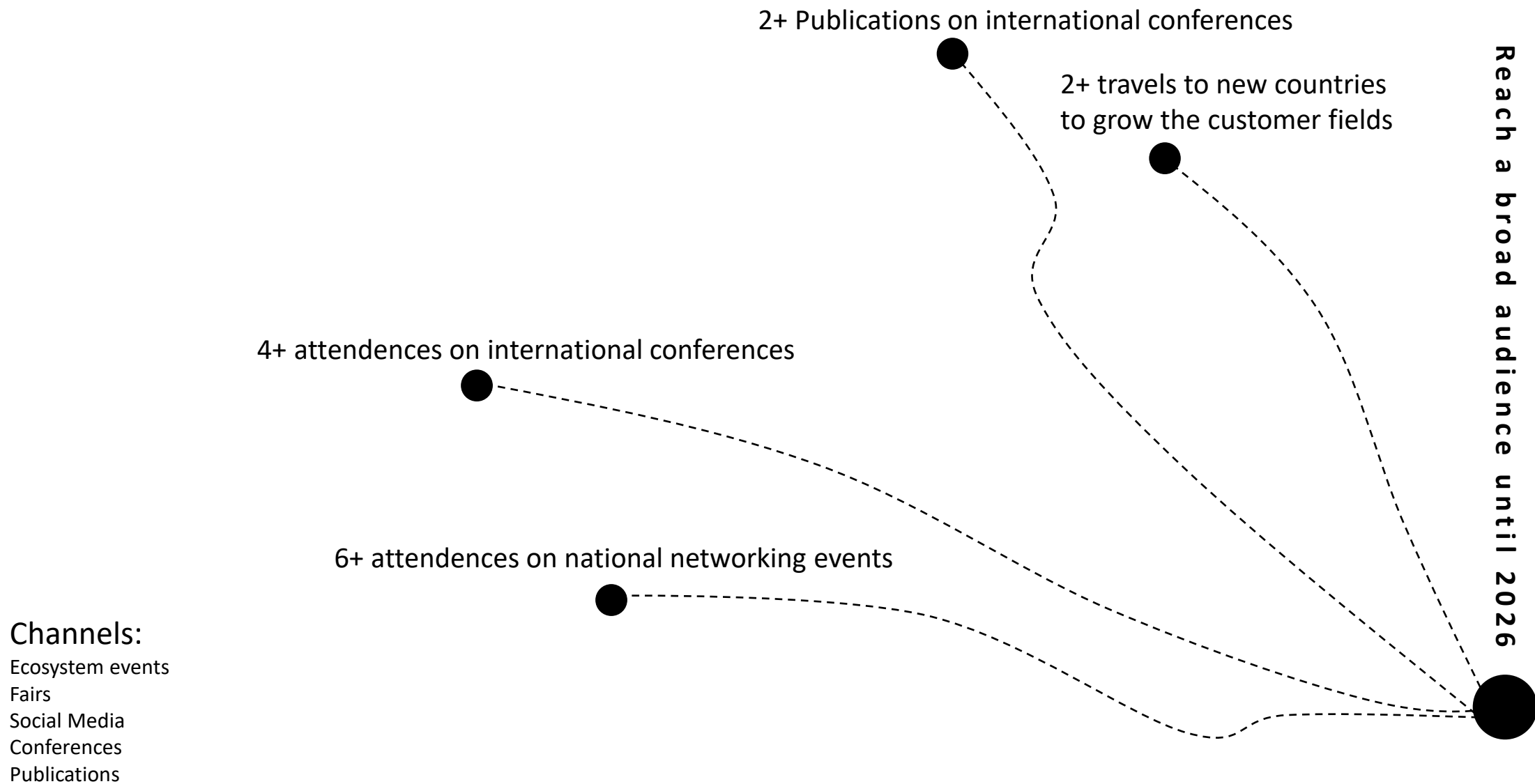


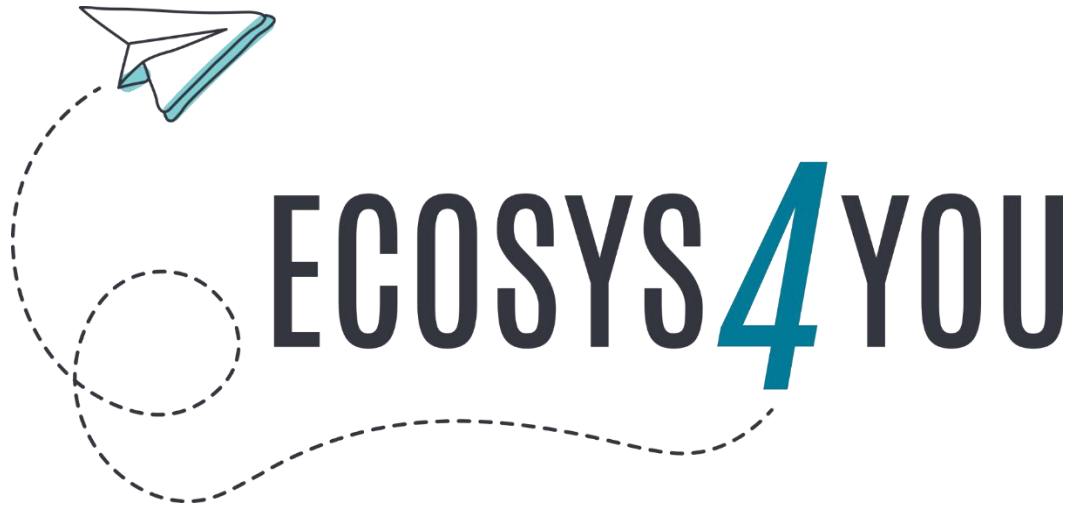
Channels:

Interviews
Events
Workshops
Newsletter
Mail contact



Channels:
Teaching
Fairs
Social Media
Workshops





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Kerstin Meyer &
Anna Butzin (2024)

Westphalian University of Applied
Sciences – Gelsenkirchen, Institute
for Work and Technology

Consortium

