



WP1- D1.2

Communication and Dissemination Plan - update

February 2021



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¹ Confidentiality level:

PU = Public

PP = Restricted to other programme participants (including the EC services);

RE = Restricted to a group specified by the Consortium (including the EC services);

CO = Confidential, only for members of the Consortium (including the EC services).

INN - Internal only, only the members of the consortium (excluding the EC services)

GLOSSARY OF TERMS

CTA	Call to Action
DLSG	Digital Learning Stakeholders Group
EdTech	Educational Technology
EC	European Commission
EU	European Union
EUN	European Schoolnet
FBA	FUNDINGBOX ACCELERATOR SP ZOO
FSTP	Financial Support to Third Parties
GA	Grant Agreement
ISDI	INTERNETSIA, S.L.
MoE	Ministry of Education
SME	Small and Medium Enterprise
WP	Work Package

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Executive Summary

This document represents the IMPACT EdTech deliverable D1.2 of the European Commission funded project IMPACT EdTech - Incubating High-Impact New Generation EdTech Disruptors for Inclusive & Personalised Learning (project reference: 871275).

The D1.2 Communication & Dissemination Plan - update provides an update of the overall project communication strategy, previously outlined in deliverable *D1.1 Communication & Dissemination Plan* submitted in January 2020.

This document acts as a holistic plan for the IMPACT EdTech communication activities that will be implemented to effectively disseminate the project's results to multiple audiences, with particular attention to start-ups and the education sector stakeholders.

The main communication strategy of IMPACT EdTech was presented in detail in D1.1. D1.2 makes necessary updates to D1.1, considering the changes to the IMPACT EdTech description of work approved by the European Commission services in July 2020 and incorporating lessons learnt from the communication and dissemination actions pursued by the IMPACT EdTech consortium during the first 15 months of the project. The document covers three main sections:

- A summary of the IMPACT EdTech communication strategy and its main elements.
- An update on the project's overall Action Plan for disseminating key activities submitted in January 2020.
- The communication plan for the 3rd IMPACT EdTech Open call to be launched in April 2021.

Introduction

As described in D1.1 and elsewhere, IMPACT EdTech is a H2020 funded project that establishes a start-up incubator-accelerator helping European digital education innovators to bring their digital learning solutions into the market. The project addresses those solutions that can contribute to extending personalised and inclusive educational models and that support the development of the skills relevant in today's world. Two main types of EdTech start-ups and SMEs will be supported over the course of the project:

- (A) school EdTech solutions, addressing any level of school education, from early childhood up to secondary general and vocational education;
- (B) EdTech solutions open to any age group and/or level of education.

The project aims to help 43 promising start-ups in the education field in the process of validating and testing their EdTech prototypes, in close collaboration with business and education mentors and by accessing equity-free funding and a wide range of services offered by the programme, with the aim of preparing them to reach the market.

- A total of 32 EdTech prototypes will be selected via IMPACT EdTech's 2 main Open Calls and have the chance to pass through a highly selective 9-months programme, including a 4-months incubation stage (Stage 1) and a 5-months acceleration stage (Stage 2). 15 of these have already been identified following the 1st IMPACT EdTech Open Call (launched in April 2020) and are currently engaged in the programme. 17 will be selected from the 3rd IMPACT EdTech Open Call which will be launched in April 2021.
- 11 EdTech prototypes have been selected following an extraordinary 'Remote Schooling' Open Call (2nd Open Call) launched in July 2020, which targeted more mature start-ups that offer promising solutions to the challenges encountered by teachers and students when teaching and learning remotely during the COVID-19 crisis. These 11 start-ups were fast-tracked directly to IMPACT EdTech's 5-months acceleration.

In January 2020, the IMPACT EdTech Communication and Dissemination Plan (D1.1) was prepared with the aim of supporting the effective communication of information about the project activities and of dissemination of its outcomes to multiple audiences. The main objectives set up at the time were:

Objective 1: to generate awareness among entrepreneurs, start-ups and SMEs developing EdTech solutions about the support offered by IMPACT EdTech.

Objective 2: to widely disseminate IMPACT EdTech benefits among SMEs Intermediaries as well as innovative SMEs directly.

Objective 3: to engage EdTech experts & solutions providers from all around Europe with the project.

Objective 4: to showcase most promising IMPACT EdTech disruptors in an ecosystem of market players relevant within the value chain of Education & Training Markets.

Objective 5: to foster the uptake of inclusive and personalised EdTech companies.

The above-mentioned objectives remain of the utmost importance for the project and have been effectively reached through the ongoing communication and dissemination activities. While objectives 1 and 2 in the list refer to specific communication goals (strategically targeting start-ups and SMEs, which are direct beneficiaries of the IMPACT EdTech programme with the aim of identifying the most promising disruptors to receive support), objectives 3 and 4 address dissemination targets, aiming to make the results of the project known to IMPACT EdTech stakeholders and the society at large. They all feed into the 5th overarching objective of fostering the uptake of inclusive and personalised EdTech companies.

The current deliverable updates D1.1, focusing on the main dissemination and communication activities to be carried out between M16 and M32 (end of the project). For ease of reference, we divide this document into 3 main sections:

- 1) Summary of the overall IMPACT EdTech Communications Strategy
- 2) Updated Action Plan for the dissemination of results (linked to objectives 3,4 and 5)
- 3) Communications plan for the 3rd IMPACT EdTech Open Call (linked to objectives 1 and 2)

The changes to the plan laid out in D1.1 take into account results and lessons learnt from the communication activities carried out in the first 15 months of the project and the changes to the work programme following the introduction of the extraordinary 'Remote Schooling' Open call launched by IMPACT EdTech between July and September 2020.

Communication strategy overview

A detailed account of the IMPACT EdTech communication strategy can be consulted in D1.1. In this section, we only reiterate the main components of the strategy, for ease of reference.

Impact of the Covid-19 pandemic

When submitting D1.1, the COVID-19 pandemic was a distant threat too far away to have a significant impact on Europe. It quickly became a reality, with significant implications at the societal level. IMPACT EdTech adapted to this challenge, not least by launching an extraordinary 'Remote Schooling' Open Call between July and September 2020, which aimed to identify promising solutions that would support schools in the transition to online and blended learning scenarios. This shift to online also induced a shift in the project's communication tools, more specifically affecting:

- The **IMPACT EdTech target audiences**: increased focus on the engagement of school education stakeholders, as one of the groups particularly affected by the COVID-19 crisis.
- **Key messages**: additional emphasis was put on communicating about the significant role played by EdTech in addressing school challenges in periods of educational disruption.
- **The use of communications channels**: the COVID-19 pandemic produced a shift towards online communication, where participation in face-to-face events was previously foreseen.

Communications strategy

The 360 degrees communication strategy defined at the beginning of the project combined online (lead by ISDI and supported by all project partners) and offline (involving the contribution of all project partners) channels, content marketing strategies, online marketing tools, services, growth hacking² techniques, analytics tools, media relations, advertising campaigns, PR 2.0, agreements with top events and SMEs institutions and

² "Growth hacking" can be defined as a process of rapid experimentation across promotion channels and product development to identify the most effective, efficient ways to grow a business or community. Growth hackers often focus on low-cost alternatives to traditional marketing, e.g. using social media, viral marketing or targeted advertising instead of buying advertising through more traditional media.

work with stakeholders and influencers among other efforts. This communication strategy is supported by all three IMPACT EdTech project partners:

- ISDI, leading the online communication strategy and the management of social media communication.
- EUN, leading the stakeholder’s engagement and the coordination of the Digital Learning Stakeholders Group
- FBA, offering the platform for the community management, particularly linked to the publication of the IMPACT EdTech open calls.

In addition, all project partners regularly use their established network for publishing information related to IMPACT EdTech activities and results and will continue to do so in the future.

During the first 15 months of the project, due to the COVID-19 pandemic, the project’s communications strategy was reassessed, and communication and dissemination activities moved exclusively online. Since the outbreak, consortium partners ensured this change caused minimum disruption to the activities foreseen, by strengthening their efforts in reaching out to key audiences using exclusively online channels. A complete outline of the communication activities that took place for the promotion of the 1st Open Call of IMPACT EdTech is included in deliverable *D1.3 Open Call Dissemination Report – 1st Open Call*, submitted in July 2020, and subsequent communication activities, focusing on the 2nd ('Remote Schooling') and 3rd Open Calls will be provided in *D1.4 Open Call Dissemination Report, Open Call 2 and 'Remote Schooling' Open Call*, due in July 2021.

Target audiences

EdTech innovators are the main target group of IMPACT EdTech. The project’s target population addresses the following segments across Europe:

- (1) Education & Digital Learning Experts
- (2) National and regional educational authorities in charge of innovation and ICT in education
- (3) SMEs Intermediaries
- (4) EdTech disruptors (entrepreneurs, start-ups, innovative SMEs)

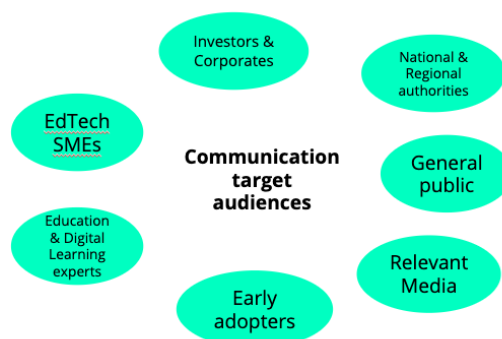


Figure 1: IMPACT EdTech target audiences

- (5) Investors & Corporates
- (6) Early Adopters - Education & Training Markets
- (7) General Public

It should be noted that the launch of the extraordinary “Remote Schooling” open call brought an increased emphasis on the school education stakeholders and the role EdTech can play in solving key challenges faced by schools during the pandemic. To support this focus, specific messages have been developed to attract EdTech disruptors offering solutions for school education practices, as well as to engage the overall school community with all its relevant stakeholders (from teachers to national and regional authorities) in the idea that *EdTech can play a key transformative role in facilitating learning under challenging conditions.*

Key messages

The vision of the project was laid out in the description of work:

IMPACT EdTech aims to contribute to the digital transformation of education by creating a vehicle for disruptive education technology, a catalyst designed to help usher in a new era of human-centred digital education. From a business perspective, the IMPACT EdTech intends to create an opportunity for European start-ups to step up and play a bigger role in the future of EdTech.

This vision remains central to the IMPACT EdTech communications activities and is being conveyed to multiple audiences since the project onset.

In D1.1, the project’s key messages were divided according to the different stages of the project: when launching the project, when launching Open Calls, when validating MVPs, when finishing the project. These overarching messages continue to be the bedrock of the project’s communication strategy and will be supplemented by additional messages (Table 1) that incorporate the school education focus mentioned above.

Table 1: Key messages in response to the COVID-19 outbreak

Focus	Audience	Key messages
Benefits for education experts	(1)	IMPACT EdTech provides the unique opportunity to test out EdTech innovative solutions in your classroom
Benefits for education experts	(1)	Primary and secondary teachers from all over Europe are called upon to join the EdTech revolution!
Benefits for education experts	(1)	Try out educational tools that will facilitate learning solutions in your classroom and to

Focus	Audience	Key messages
		contribute to transforming remote schooling in Europe
Benefits for EdTech disruptors	(4)	The project accelerates EdTech start-ups/SMEs that solve challenges encountered by teachers and students when teaching and learning remotely during the COVID-19 crisis
Benefits for EdTech disruptors	(4)	Receive up to €110,000 of EU Grant to access business and educational mentoring support services as well as other specific resources to test and assess the impact and performance of your solutions with teachers affected by the COVID-19 crisis.

Communications channels

As detailed in deliverable D1.1, the overall IMPACT EdTech dissemination strategy includes seven main complementary aspects:

1. Website & social media
2. Media & PR
3. Partners Events
4. Info Days, Info sessions & Webinars
5. Partners' ecosystems
6. IMPACT EdTech open community or network, including the members of the Digital Learning Stakeholders group³
7. Newsletters, e-mail marketing and content creation such as success stories/ lessons learnt

³ The Digital Learning Stakeholders engagement continues, as described in deliverable D1.1, on a two-tier system: a Digital Learning Stakeholders group of more engaged members who play a role in the IMPACT EdTech: Dissemination, Consultation and support processes and a Digital Learning Stakeholders community, which incorporates all stakeholders directly engaged in the IMPACT EdTech activities, but who do not play an advisory role (e.g. pilot teachers, mentors, ethics experts and others). Communication to the core DLSG group is carried out through the dedicated space on the Funding Box platform and doubled by email communication to ensure effectiveness. The Digital Learning Stakeholders Community is currently engaged through various actions (usually, email exchanges and online meetings linked to the specific activities and interests of each group.

The main communication and dissemination tools foreseen in D1.1 are illustrated in Table 2. These tools have been exploited with positive impact over the first 15 months of the project.

Table 2: Communications Channels

Lead partner	Channel type	Channel	Characteristics
EUN, ISDI, FBA	Engaging Partners Supportive	Partners' Networks and Communities: Intermediaries, EU-funded projects and initiatives The Digital Learning Stakeholders' Group	Official Informative Engaging Appealing
ISDI	Online communication channels (website and social media)	Impact EdTech website Dedicated Facebook page Dedicated Twitter account LinkedIn Youtube	Official Informative Visual Appealing Interactive Engaging
ISDI	Promotional materials	Flyers Brochures Posters Newsletters Testimonials Press releases	Official Informative Promotional Visual Appealing
ISDI, FBA, EUN	Events	InfoDays InfoCorners in world-class events Webinars/Live Q&A Related Events	Informative Interactive and engaging Visual Appealing

The main adaptation on the communication channels outlined in Table 2 implemented by the consortium with the launch of the 1st main Open Call was the online organisation of events otherwise foreseen as face-to-face, as participation in physical events was no longer possible. The four Info Days foreseen for communicating about the 1st Open Call were organised as online Info Sessions, as detailed in deliverable D1.3.

The physical Info Corners (participation in online word-class events) was also not possible, as many of the events initially targeted were cancelled or postponed; an increased focus was therefore placed on online dissemination to ensure key audiences continue to be reached. The results of communication activities related to the 1st main Open Call (where

face to face events were foreseen but had to be replaced by online dissemination) show that the shift to online did not produce a decrease in the project's outreach: the combined audience of the 4 online Info sessions for the 1st Open call reached 340 participants, and the number of applications to the 1st Open Call surpassed the initial targets laid out in the description of work.

The tried and tested format of online Info Sessions will therefore be maintained for the dissemination of the 3rd main IMPACT EdTech call, should the situation not allow the physical organisation of events.

Dissemination of results

The dissemination of IMPACT EdTech results is directly linked with the three open calls launched as part of the project and the activities of the three cohorts of start-ups benefitting from the IMPACT EdTech services:

- The 1st IMPACT EdTech Open Call was launched on the 6th of April 2020 and concluded on the 30th of June of 2020. Following a 4-phase evaluation process, 15 start-ups/SMEs were selected to receive up to €195,300 equity-free funding each. These 15 beneficiaries started their IMPACT EdTech journey in October 2020 (M11), when they were welcomed to the IMPACT EdTech Incubation programme (Stage 1 of a two-stage competitive programme). 7 of these will progress onto Stage 2 of the programme following a filtering process finalised at the beginning of March 2021 (M16), and thus progress to the acceleration phase.
- The 'Remote schooling' Open Call was launched on **3 July 2020, 10:00 CEST and closed on 3 September 2020**. The aim of this call was to attract EdTech start-ups and SMEs that address common challenges faced by schools (formal education from early childhood up to secondary general and vocational education) during the COVID19 crisis and provide innovative solutions to be implemented by teachers during pilots in schools from November 2020 onwards. 11 start-ups/SMEs were selected and are currently participating in a 5-month IMPACT EdTech acceleration programme during which they are being supported in piloting their solutions in schools and in bringing them to market.
- In the same vein as the 1st The IMPACT EdTech Open Call, the 3rd main one will select 17 promising innovators, which will gain access to the 9 months incubation and acceleration programme of IMPACT EdTech. This second IMPACT EdTech Open Call will be open between 06 April and 30 June 2021.

The main communication milestones related to the three open call cohorts are illustrated in Figure 2 below, which has been updated from D1.1 to include milestones related to the 'Remote Schooling' Open call.

Communication Milestone														Targets							Channels			
Months														1	2	3	4	5	6	7	OC	SP	E	P
1	Project presentation																							
	3	Digital Learning Stakeholders activation																						
	3	Website launch																						
	5	Open Call #1 launched																						
	5-7	Open Call #1 InfoDays, Webinars and online dissemination																						
	7	Open Call #1 closed																						
	8	Remote Schooling Call launched																						
	08-10	Remote Schooling' Info Day, Webinars, online dissemination																						
	10	Open Call #1 Jury Day & results communication																						
	11	Batch #1: Welcome Event - Bootcamp 1																						
	12	Batch 'Remote Schooling': Welcome Event - Bootcamp 2																						
	14	Batch 'Remote Schooling': Pilots kick-off																						
	16	Batch #1 MVP Live testing: EdTech Trials selected for piloting																						
	17	Open Call #2 launched																						
	17	Batch 'Remote Schooling': End of pilots dissemination events																						
	17-19	Open Call #2 InfoDays, InforCorners & Webinars																						
	18	Batch 'Remote Schooling' - 'Best-in-class' nomination																						
	19	Open Call #2 closed																						
	20	Batch #1 outcomes - 'Best-in-class' nomination																						
	21	Open Call #2 Jury Day & results communication																						
	23	Batch #2: Welcome Event - Bootcamp 1																						
	26	Batch #2 MVP Live testing: EdTech Trials selected for piloting																						
	32	Batch #2 outcomes - 'Best-in-class' nomination																						

We are here!

Targets: (1) Education & Digital Learning Experts; (2) National and regional authorities in charge of innovation and ICT ;(3) SMEs Intermediaries; (4) EdTech disruptors (entrepreneurs, startups, innovative SMEs); (5) Investors & Corporates; (6) Early Adopters, Education & Training Markets; (7) General Public
Channels: (OC) Online Channels (including mainstream and social media, website); (SP) Supporting Partners; (E) Events; (P) Promotional Materials

Figure 2: Updated communication and dissemination timeline of IMPACT EdTech

Following the overall project's Action Plan defined in D1.1, the Consortium will join efforts to maintain the dissemination efforts according to the key milestones outlined in Figure 2.

Table 3 details the action plan for the IMPACT EdTech dissemination activities for the remaining months of the project. It includes revisions on the action plan detailed in D1.1, considering timeline adaptations as well as the incorporation of dissemination activities related to the 'Remote Schooling' cohort.

Table 3: IMPACT EdTech Dissemination Activities

Date	Milestone	Leader	Participant	Actions	Channel ⁴	Audience ⁵
M16: March 2021	1st Open Call Bootcamp 2 (Testing, marketing and partnerships)	ISDI	Consortium partners, SME beneficiaries, mentors	Targeted information to SMEs and partner networks (including DLSG members)	OC, SP, E, P	(1), (2), (3), (4)
M17: April 2021	3rd Open Call Launch of Open Call #3	ISDI	Consortium partners	Announcement on the H2020 participants portal (FBA) News item on the IMPACT EdTech website and dissemination through official IMPACT EdTech channels; paid media channels (ISDI) Website/newsletter articles through the partners' communications channels (All) Targeted information to DLSG members and existing networks (All)	OC, SP, P	(2), (3), (4)
M16 - M20: March - July 2021	1st Open Call Piloting activities	EUN, ISDI	Consortium partners	Piloting success stories (social media)	OC	(1), (2), (4), (6), (7)

⁴**Channels:** (OC) Online Channels (including mainstream and social media, website); (SP) Supporting Partners; (E) Events; (P) Promotional Materials

⁵**Target audience:** (1) Education & Digital Learning Experts; (2) National and regional authorities in charge of innovation and ICT ;(3) SMEs Intermediaries; (4) EdTech disruptors (entrepreneurs, start-ups, innovative SMEs); (5) Investors & Corporates; (6) Early Adopters, Education & Training Markets; (7) General Public

Date	Milestone	Leader	Participant	Actions	Channel ⁴	Audience ⁵
M17: April 2021	'Remote Schooling' Call Pilots dissemination events [webinars]	EUN	Consortium partners, SME beneficiaries , mentors	Targeted information to educational stakeholders, SMEs and partner networks (including the DLSG)	OC, SP, E, P	(1), (2), (3) (5), (6), (7)
M18: May 2021	'Remote Schooling' Call Best in class nomination	ISDI	Consortium partners	Growth hacking, articles on IMPACT EdTech and partners' websites and social media channels to disseminate 'Best-in-Class' EdTech Trials success stories to media and different target audiences	OC, SP, E, P	(1), (2), (3), (4), (5), (6), (7)
M17-19: April- June 2021	3rd Open Call Call live	ISDI	Consortium partners	4 InfoDays per main Open Call: ISDI (1) EUN (1), FBA (2) – info days to be organised as online info sessions. 2 InfoCorners in world-class events (ISDI) 3 online webinars (FBA)	OC, SP, E, P	(3), (4)
M19: June 2021	3rd Open Call Call closed	ISDI	Consortium partners	Targeted information to SMEs and partner networks (including DLSG members)	OC, SP, P	(2), (3), (4)
M20: July 2021	1st Open Call: Best-in-class nomination	ISDI	Consortium partners	Growth hacking, articles on IMPACT EdTech and partners' websites and social media channels to disseminate 'Best-in-Class' EdTech Trials success stories to media and different target audiences	OC, SP, E, P	(1), (2), (3), (4), (5), (6), (7)
M21: August 2021	3rd Open Call: Jury day and results communication	ISDI	Consortium partners, SME beneficiaries	Event-related communication during the Jury Day and communication of results (ISDI, All)	OC, SP, P	(1), (2), (3), (4), (5), (6), (7)
M23: October 2021	3rd Open Call: Bootcamp 1	ISDI	Consortium partners, SME beneficiaries , mentors	News item on the IMPACT EdTech website and dissemination through official IMPACT EdTech channels; paid media channels (ISDI)	OC, SP, E, P	(1), (2), (3), (4)

Date	Milestone	Leader	Participant	Actions	Channel ⁴	Audience ⁵
				Website/newsletter articles through the partners' communications channels (All) Interview of mentors and disruptors		
M26: January 2022	3rd Open Call: EdTech Trials selected for piloting	ISDI	Consortium partners, SME beneficiaries , mentors	News item on the IMPACT EdTech website and dissemination through official IMPACT EdTech channels; paid media channels (ISDI) Website/newsletter articles through the partners' communications channels (All)	OC, SP, E, P	(1), (2), (3), (4), (5), (6), (7)
M27: February 2022	3rd Open Call: Bootcamp 2 (Testing, marketing and partnerships)	ISDI	Consortium partners, SME beneficiaries , mentors	Targeted information to SMEs and partner networks (including DLSG members)	OC, SP, E, P	(1), (2), (3), (4)
M32: July 2022	3rd Open Call: Best-in-class nomination	ISDI	Consortium partners	Growth hacking, articles on IMPACT EdTech and partners' websites and social media channels to disseminate 'Best-in-Class' EdTech Trials success stories to media and different target audiences	OC, SP, E, P	(1), (2), (3), (4), (5), (6), (7)

The 3rd IMPACT EdTech Open Call

Communications plan

IMPACT EdTech's 3rd Open Call will be lived between 6 April 2021 and 31 June 2021. The call will be promoted following a structure similar the one used in previous Open Calls. The following specific activities will take place between March and June 2021 to ensure the success of the call:

Table 4: Communication Activities- 3rd Open Call

Date	Comms Activity	Leader	Concrete Actions	Online Channel	Main Audience ⁶
01.03.21	Website update newsletter pop up	ISDI	Implement plugging on website to encourage user to subscribe to the newsletter	IMPACT EdTech website	(2) (3) (4)
01.03.21-31.03.21	Website update	ISDI	Website revamp	IMPACT EdTech website	(2) (3) (4)
01.03.21-31.03.21	Set up of the Applications micro-site, and FBA Spaces	FBA	Update content for open call with the info from website	FBA Application micro-site and community spaces	(3) (4)
01.03.21-31.03.21	Organic Posting	ISDI (+FBA+EUN)	Prepare teaser posts announcing the upcoming open call (x3 week)	IMPACT EdTech Twitter	(2) (3) (4)
01.03.21-31.03.21	Organic Posting	ISDI (+FBA+EUN)	Prepare teaser posts announcing the upcoming open call (x2 week)	IMPACT EdTech LinkedIn	(2) (3) (4)

⁶ **Target audience:** (1) Education & Digital Learning Experts; (2) National and regional authorities in charge of innovation and ICT ;(3) SMEs Intermediaries; (4) EdTech disruptors (entrepreneurs, start-ups, innovative SMEs); (5) Investors & Corporates; (6) Early Adopters, Education & Training Markets; (7) General Public

Date	Comms Activity	Leader	Concrete Actions	Online Channel	Main Audience ⁶
01.03.21-31.03.21	Organic Posting	ISDI (+FBA+EUN)	Prepare teaser posts announcing the upcoming open call (x2 week)	IMPACT EdTech Facebook	(2) (3) (4)
15.03.21	Newsletter	ISDI	Teaser, open call coming soon	Mailchimp	(2) (3) (4)
15.03.21	Communications toolkit	ISDI (+FBA+EUN)	To be shared amongst partners and organisations to help disseminate de open call	Document	(2) (3) (4)
15-30.03.2021	Information to DLSG and partner networks	EUN (+FBA+ISDI)	Targeted information for DLSG members and education stakeholders	Email	(1), (2)
06.04.21	Press release	ISDI (+FBA+EUN)	Write and release press document to journalists and media	Word Document	(2) (3) (4)
06/04/2021 - 30/06/2021	Communication and dissemination partners	ISDI (+FBA +EUN)	Activate relevant partners and search for new ones to ask them to support us on disseminating the open call	Document	(2) (3) (4)
06/04/2021 - 30/06/2021	Organic Posting	ISDI (+FBA+EUN)	Benefits open call, apply now! Events. (x3 week)	Twitter	(2) (3) (4)
06/04/2021 - 30/06/2021	Organic Posting	ISDI (+FBA+EUN)	Benefits open call, apply now! Events (x2 week)	LinkedIn	(2) (3) (4)
06.04.21-30.06.21	Organic Posting	ISDI (+FBA+EUN)	Benefits open call, apply now! Events (x2 week)	Facebook	(2) (3) (4)
06.04.21-30.06.21	Blog posts	ISDI	Success stories of start-up, selection of Stage 2 SMEs, bootcamp info, experts, mentors, etc (x1 month)	IMPACT EdTech website	(2) (3) (4)
06.04.21-30.06.21	Paid Media	ISDI	Goggle Ads, AdWords campaigns	Google Ads	(2) (3) (4)

Date	Comms Activity	Leader	Concrete Actions	Online Channel	Main Audience ⁶
06.04.21-30.06.21	Paid Media	ISDI	Twitter Campaigns	Twitter Ads	(2) (3) (4)
06.04.21-30.06.21	Paid Media	ISDI	LinkedIn Campaigns	LinkedIn Ads	(2) (3) (4)
01.04.21-30.06.21	Paid Media	ISDI	Facebook Campaigns	Facebook Ads	(2) (3) (4)
06.04.21-30.06.21	Newsletter	ISDI	Open call (1x month)	Mailchimp	IMPACT EdTech Subscribers (1), (2), (3), (4), (5), (6), (7)
06.04.21-30.06.21	Newsletter	ISDI EUN FBA	Open Call announcement	Internal mailing lists	Corporate newsletter subscribers (1), (2), (3), (4), (5), (6), (7)
06.04.21-30.06.21	Webinars	FBA	Open Call (1x month)	Online event	(3) (4)
06.04.21-30.06.21	Website updates	ISDI	Webinar video on website	IMPACT EdTech website	(2) (3) (4)
24-26.03.21]	Info Session – Participation of FBA in the Wolves Summit	FBA, ISDI	Event participation & IMPACT EdTech success stories	Online event	(2) (3) (4)
May 2021	Info Session	ISDI	IMPACT EdTech success stories 2	Online event	(2) (3) (4)
May-June 2021	Info Session	EUN	IMPACT EdTech – Bringing EdTech to schools	Online Event	(2) (3) (4)
06.04.21-30.06.21	Events video recordings	ISDI	Upload to YouTube and share on social media and blog section	YouTube and IMPACT EdTech website	(2) (3) (4)

Metrics

The evaluation of the 3rd main IMPACT EdTech Open Call will follow the same plan described in D1.1:

- Web traffic metrics/Google analytics (number of sessions, number of visitors, average session duration)
- Number of articles published about the project in newsletters, number of subscribers to the newsletters

- Number of outreach and dissemination activities carried out by project partners
- Social media monitoring
- Number of communication toolkit downloads
- Number of articles/mentions of the project on third-party websites

3rd Open Call communications plan: reasoning

To measure the performance of past communications actions the results of the dissemination activities for the promotion of the 1st and 2nd ('Remote Schooling' Open Calls) were assessed.

With 942 started applications and 308 submitted, the 1st Open Call target indicated in the description of work (of 105 submitted proposals) was surpassed. In a similar vein, 165 proposals were submitted to the 'Remote Schooling Open Call, exceeding the target of 90 submitted proposals initially foreseen. The successes of the 1st and 'Remote Schooling' Open Calls indicate the effectiveness of the communication strategy laid out at the beginning of the project. As a result, partners will be replicating the communication and dissemination plan laid out at the beginning of the project, while experimenting with new ways of communication. The project will also take advantage of the new stage the project is currently in: new content will be shared, promoting the start-ups and SMEs who have benefitted from the IMPACT EdTech incubation and acceleration services and highlighting the positive effect IMPACT EdTech had on their growth.

Web presence

IMPACT EdTech website

The IMPACT EdTech website is the main tool used to convey information about the Open Call and as such, all communications actions focus on driving the audience to the website. The following steps were made to present the 1st Open Call on the IMPACT EdTech website:

- All open call information was published on the main page of the website with a clear call to action (CTA) to encourage applications. The **most important information was placed on the landing page** making it easy to find.
- Publication of general content: information about the project and the benefits for start-ups and SMEs were clearly displayed on the Open Call page, including a roadmap of important dates.
- Website **buttons and CTAs** were included to drive the user from the main page to the application page hosted by FBA.

- The recording of the second webinar held by FBA, containing technical information about the call, was published on the website so that any potential applicants could access it and resolve doubts effectively without having to ask for personalised assistance. 944 views were achieved following this action (see Figure 3).

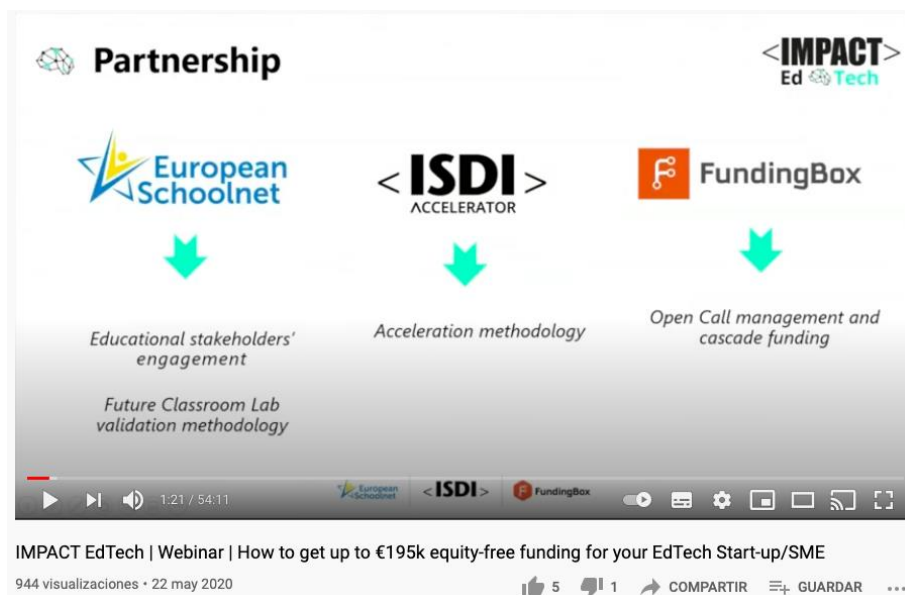


Figure 3: 1st Open Call Webinar (Screen capture)

For the extraordinary 'Remote Schooling' Open Call (the 2nd IMPACT EdTech open call), the information was organized under a separate website tab, following a similar display structure as the one used for the 1st Open Call.

Mirroring the 1st Open Call strategy, the 3rd Open Call will be displayed on the IMPACT EdTech website's landing page. In addition, the website will be revamped in March 2021, integrating changes that aim to attract new applicants to the call whilst considering the visibility of success stories and results of the previous calls. To achieve this, the following changes are planned:

- **New tabs** will be created to organise past project information. A 1st Open Call tab will be added which will present the results of the call, including start-ups selected and other relevant data. The current 'Remote Schooling' tab, will include information about the start-ups and other relevant data will also be included, updating the current information.
- **Edit buttons and CTAs** will be included to drive users directly to the application page once the open call is active.

- Visitors to subscribe to the IMPACT EdTech newsletter. This will allow the project to increase its outreach.
- The **video recording of the 3rd Open Call webinar** will be published on the landing page in order to make it available to potential applicants. This will ensure that key open call information is readily available to users in a variety of formats and increase the project's YouTube subscription base.

The FBA application microsite

FBA will update the application page with the information about the 3rd Open Call (<https://impactedtech.fundingbox.com/>) and encourage the IMPACT EdTech community to interact in Funding Box Spaces (<https://spaces.fundingbox.com/c/community-impact-edtech>), by creating:

- the space "News & Events" to share news related to the EdTech community and encourage interaction among members, and
- the space "3rd Open Call Q&A" to allow applicants to ask questions related to the 3rd Open Call.

Social Media

Owned Media

As at the start of the project, IMPACT EdTech could not count on the vibrant community it has achieved by the time of writing, during the first 15 months communications efforts focused on community growth. Key achievements in this sense are illustrated in Table 5.

Table 5: Social Media KPIs status

Social media channel	Followers KPI (at the end of project)	Followers at end of 1 st Open Call	How far away from meeting KPI (%)	Followers Feb 2021	How far away from meeting KPI (%)
Facebook	500	3,077	615,4%	3,147	627,4%
Twitter	2,000	1,272	63,6%	1,527	76,45%
LinkedIn	500	393	78,6%	750	150,6%
YouTube	500	183	36,6%	197 subscribers Average no of views per video: 222	39,6%

At this current stage, as the project is already relying on a substantial community, efforts

will focus particularly on reaching EdTech innovators and making the IMPACT EdTech benefits known to some of the best start-ups and SMEs in Europe.

Paid Media

The paid media strategy used for the promotion of the first two calls will be replicated for the 3rd Open Call, with the addition of new forms of paid advertisements. In the first half of the project, part of ISDI's communications budget was used for increasing the number of followers during the launch of the 1st Open Call. Table 6 illustrates the results obtained on the IMPACT EdTech's social media channels during the first Open Call.

Table 6: Actions taken and results obtained on IMPACT EdTech's social media channels during the 1st Open Call

KPI	By channel	Individual result (organic)	Individual result (paid)	Total
Number of posts on IMPACT EdTech's accounts during open call	Twitter	32	23	161
	Facebook	25	42	
	LinkedIn	19	20	
Engagement (clicks, likes, shares, etc)	Twitter	1,303	49,417	58,242
	Facebook	26	5,433	
	LinkedIn	704	1,359	
Impressions	Twitter	50,449	1,831,646	2,930,477
	Facebook	1,200	887,631	
	LinkedIn	7,154	152,397	

For the 'Remote Schooling' Open Call, the majority of the budget was invested in promoting online events (Info Days, Info Sessions and webinars), in order to mitigate the risk of low attendance due to the summer holidays.

As the project's communication channels have significant audiences (followers KPIs are nearly met), it is no longer necessary to invest greatly in new followers. In addition, from the previous experience during open calls, the period when the open calls are live tends to see an organic increase in the follower base, due to the clear value proposition for companies applying. This gives space for extra experimentation on different formats of paid ads strategies:

- **Facebook Ads:** The project has managed to grow a relevant number of fans, so the investment will be focused on disseminating the open call benefits to reach applicants.

- **LinkedIn Ads:** LinkedIn is a social network geared towards business and employment and as such, it is used to influence the entire market and attract industry leaders and decision makers. Being one of the most relevant channels for the project, where potential applicants are, the strategy will be even more segmented and tailored to the audience the project is looking for.
- **Twitter Ads:** This channel is used to position IMPACT EdTech as an important hub in the European EdTech industry, increase the project's online visibility, reach out to end-users and engage in one-to-one communication. The IMPACT EdTech Twitter content is designed to interact with start-ups, mentors, corporations, and other stakeholders in a visible way. The KPI reflecting the number of Twitter followers is expected to be met during the 3rd open call, allowing the consortium to focus efforts into showcasing the benefits for start-up and SMEs.
- **Google Ads:** Google Ads will allow this project to reach anyone who uses Google to search for information, products and services online. Google Ads have the potential to send large numbers of people who want exactly what you have to offer, in this case, EdTech start-ups and SMEs looking for funding and a great acceleration programme, amongst others. There are several different types campaigns to be used in Google Ads: (1) **Search Network campaign**, (2) **Display Network campaign**, (3) **Shopping campaign**, (4) **Video campaign** and (5) **App campaign**.

For this 3rd Open Call, campaigns (1), (2) and (4) will be used and implemented:

- **Search Network campaign.** Through a Search Network campaign, the ad will appear on not just Google Search and Maps but also hundreds of other Google search partners, including YouTube and Google Shopping. On any of these sites, when users search terms related to a keyword for the IMPACT EdTech campaign, they will see the IMPACT EdTech ad.
- **Display Network campaign.** Through a Display Network campaign, the project will get visual ads in front of people using products in the Google Display Network, including Gmail and YouTube.
- **Video campaign.** Through a Video campaign, IMPACT EdTech will be promoted via a video ad displayed on YouTube and other Google Display Network properties.

Shared Media

As in the case of the first two open calls, the project will make use of the shared media channels of IMPACT EdTech project partners to ensure an appropriate programme

outreach.

Project partners will continue to use their already established channels to:

- Reach out to intermediaries: companies and organisations which are well placed to disseminate the open call through their networks. EUN will disseminate the call publication to: the core DLSG group, as well as to its Ministry of Education members, via direct communication, developing a set of specific messages that targets school education stakeholders.
- Post, on a weekly basis, information about the open call using their corporate and other relevant channels. EUN will use its corporate channels as well as other relevant channels such as the Future Classroom Lab (<https://fcl.eun.org>) to publish information about the 3rd IMPACT EdTech open call and disseminate any connected events (Info Days, Info Corners, Webinars and any other events where IMPACT EdTech will be discussed).

Mass media & PR

The Media and PR strategy will replicate the activities done for the promotion of the 1st and 2nd Open Call, in order to ensure that the call will be published in relevant publications across Europe. A list of publications reached for the promotion of the 1st and 'Remote Schooling' Open Calls can be consulted in Annex 1.

Now that the IMPACT EdTech project counts with start-ups and SMEs to back-up the offer and benefits, proactive engagement with the press will be done to offer interviews with start-ups and the project leaders.

Events

As indicated in deliverable D1.3, nine online events were held during the 1st open call, including four Info Sessions, 3 Webinars and two third party events. These events supported the dissemination of the project and ensure that potential applicants understand the benefits, roadmap and key points of project.

The IMPACT EdTech partners will replicate this strategy for the third IMPACT EdTech Open Call:

- **Info Days / Info sessions** (minimum four in total, 2 lead by FBA, 1 by ISDI and 1 by EUN): these types of events aim to encourage interested start-ups and SMEs to apply to the open calls. During the 1st and Remote Schooling Open Calls, Info Sessions targeted not only SMEs directly, but also secondary audiences (Ministries of Education, Digital innovation Hubs and other potential investors in the project activities), who would be well placed to share the information about

the calls to start-ups in their ecosystems. For the promotion of the 3rd Open Call, Info Sessions will aim to include, among other relevant speakers, start-ups and SMEs from the 1st and 'Remote Schooling' cohorts, who had first-hand experience of the programme and can testify to its benefits. In this way the start-ups, will also have the incentive to disseminate the Open Call among their networks, giving the programme a chance to reach a higher number of applicants.

- **Webinars** (three in total, one for each month the Open Call is live, led by FBA): will be disseminated in advance, announcing with enough time all the different webinars to be held during the 3-month period of the open call.
- Participate in **top events and third-party events** to promote the open call.

Paid ads will be used to ensure that news about these events reach the correct audiences. All events will be recorded, and the recordings will be published on the IMPACT Accelerator YouTube channel to make them available for the public. This will generate additional content for social media dissemination.

Newsletter

During the first and 'Remote Schooling Open Calls, the strategy for increasing the newsletter subscription rate was to publish a direct Call to Action (CTA) for new subscribers at the bottom of each website page (Figure 4).

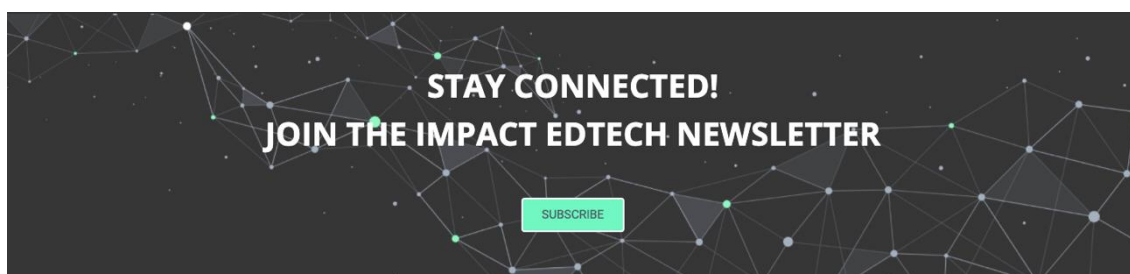


Figure 4: IMPACT EdTech newsletter subscription message

Published newsletters were promoted via social media posts that invited audiences to sign up and share each newsletter.

A more targeted communications strategy will be employed to increase the number of subscribers to the IMPACT EdTech newsletter and reach the set KPI of 500 subscribers (current IMPACT EdTech newsletter subscribers: 276).

A pop-up notification will be created on the IMPACT EdTech website to encourage users to sign up to the newsletter. At least three IMPACT EdTech newsletters (one per month) will be published while the 3rd Open Call, containing several updates on the programme, upcoming events, etc.

As during the 1st Open Call, partners will share the newsletters using their corporate channels.

- ISDI Accelerator: 6,000 leads
- ISDI leads: 8,800 leads
- x-ISDI: 3,600 leads
- Funding Box: 20,000+ subscribers
- European Schoolnet:
 - European Schoolnet Teachers Newsletter: 6,758 subscribers
 - European Schoolnet Policy Newsletter: 2,967 subscribers
 - European Schoolnet Facebook: 26,754 followers
 - European Schoolnet Twitter 25,400 followers
 - European Schoolnet LinkedIn: 5,700 followers
 - Future Classroom Lab Facebook: 8,064 followers
 - Future Classroom Lab Twitter: 4,447 followers

Conclusions

Effective, well-managed and organised communication is essential to the success of IMPACT EdTech. This document provides an update for the deliverable D1.1, focusing on two main aspects:

- 1) It **updates the project's action plan** for the dissemination of results laid out in D1.1, incorporating the main changes that impacted it during the first 15 months of the project:
 - The shift to online communication during the pandemic.
 - The introduction of the extraordinary 'Remote Schooling' Open Call and the dissemination of results from start-ups successfully progressing through the IMPACT EdTech acceleration programme as a result.
- 2) It presents a detailed **communications plan for communicating about the third and final IMPACT EdTech Open Call.**

Concerning the first point, the consortium is aware that online communication will likely remain a key pillar of the IMPACT EdTech communication strategy for remaining of 2021 and later in the project. With regards to events organisation, it can be foreseen that, even with the pandemic kept at bay, participants may be reluctant to participate in face-to-face events. The consortium implemented an effective online communications strategy for the first 15 months of the project, that will continue to be used in the future before the project can come back to an offline setting. The 'Remote Schooling' Open call showed the transformative nature EdTech can have at the level of school education; key messages targeting school education stakeholders will continue to be issued to ensure that IMPACT EdTech continues to support the idea that EdTech can play a key transformative role in facilitating learning under challenging conditions.

The communications strategy for promoting the 3rd and last open call has also been updated integrating lessons learnt from the previous Open Calls. The 1st and Remote Schooling Open Calls proved to be highly successful in attracting applications from promising start-ups in the education field (be it school, or general education). The consortium will continue to use the highly effective strategy outlined in D1.1, making adaptations which reflect the new stage of the project, including: making changes to the website that allow an easy visualisation of earlier work, using success stories from the current group of IMPACT EdTech beneficiaries to attract new interest in the call and adapting the online communications strategy and social media use to increase engagement.

Annex 1: Mass media and PR during the 1st and 'Remote Schooling Open Calls

Examples of publications reached the 1st and 2nd open calls:

- EUN Press mailing list: <https://mailchi.mp/eun/press-release-impactedtech-opencall>
- Mujer emprendedora: <https://www.mujiemprededora.net/impact-edtech-financia-seis-millones-euros-fondo-perdido-startups-pymes-europeas-solucionen-retos-educativos/>
- Web Capital Riesgo: <https://www.webcapitalriesgo.com/impact-edtech-financia-con-e6-millones-a-fondo-perdido-a-startups-y-pymes-europeas-que-solucionen-retos-educativos/>
- Valencia Plaza: <https://valenciaplaza.com/impact-edtech-financia-con-seis-millones-de-euros-a-fondo-perdido-a-startups-y-pymes-de-educacion>
- Castellon Plaza: <https://castellonplaza.com/ImpactEdTechfinanciaconseismillonesdeeurosafondo-perdidoastartupsypymesdeeducacin1>
- Alicante Plaza: <https://alicantaplaza.es/ImpactEdTechfinanciaconseismillonesdeeurosafondoperdidoastartupsypymesdeeducacin>
- El Candelero Tecnológico: <https://elcandelerotecnologico.com/2020/04/07/impact-edtech-financia-con-seis-millones-de-euros-a-fondo-perdido-a-startups-y-pymes-europeas-que-solucionen-retos-educativos/>
- El Referente: <https://www.elreferente.es/tecnologicos/isdi-accelerator-lanza-un-programa-apoyara-con-6-millones-a-startups-edtech-34963>
- Adigital: <https://www.adigital.org/impact-edtech-liderada-por-isdi-financia-con-6m-de-euros-a-startups-y-pymes-europeas/>
- Muy PYMES: <https://www.muypymes.com/2020/04/12/impact-edtech-financia-con-seis-millones-de-euros-a-fondo-perdido-a-startups-y-pymes-europeas>

- Soros Gabinete: <https://sorosgabinete.com/impact-edtech-financia-con-seis-millones-de-euros-a-fondo-perdido-a-startups%E2%80%8B-y-pymes-europeas-que-solucionen-retos-educativos/>
- IT User: <https://www.ituser.es/actualidad/2020/04/impact-edtech-financiar-proyectos-de-tecnologia-educativa-con-6-millones>
- Tycpymes: <https://www.ticpymes.es/emprendedores/noticias/1119611049104/abierta-convocatoria-apoyar-startups-y-pymes-contextos-de-aprendizaje-remotos.1.html>
- Europapress: <https://www.europapress.es/sociedad/educacion-00468/noticia-cvirus-aceleradora-europea-impact-edtech-apoyara-empresas-resuelvan-desafios-educacion-remota-20200708173054.html>
- El Economista: <https://www.eleconomista.es/ecoaula/noticias/10644873/07/20/IMPACT-EdTech-lanza-una-convocatoria-extraordinaria-para-apoyar-startups-y-PYMES-que-resuelvan-los-desafios-de-ensenanza-remota-del-sistema-educativo.html>
- Ricerca e Innovazione: <https://www.ricercaeinnovazione.it/fund/impact-edtech-remote-schooling-open-call-/2814>
- El Referente: <https://www.elreferente.es/innovadores/impact-edtech-lanza-una-convocatoria-dirigida-a-startups-del-sistema-educativo-35271>
- Startup Café: <https://www.startupcafe.ro/fonduri-europene/fonduri-europene-2020-firme-it-educatie.htm>
- Concoursn: <https://concoursn.com/applications-open-for-impact-edtech-european-incubator-accelerator-programme/>
- Grant Forward: <https://www.grantforward.com/sponsor/detail/impact-edtech-32609>
- Ansa IT Europa: https://www.ansa.it/europa/notizie/sviluppo_sostenibile_digitale/2020/07/23/ue-alla-ricerca-di-start-up-e-pmi-per-linsegnamento-a-distanza_0511c5ba-f13a-4e71-aec7-26a561535bae.html