



D1.4 Dissemination Report

(Second Open Call ['Remote Schooling'] and
Third Open Call)



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Nature:	
PR	Prototype
RE	Report
SP	Specification
TO	Tool
OT	Other

Synopsis:	This report details all parts of the communication strategy for IMPACT EdTech, including discussing specific tools and channels, as well as addressing techniques and strategies employed. Results from the Remote Schooling Open Call and the First Open Call are detailed and discussed.
List of keywords:	Dissemination strategy, communication plan, social media, press release, media, events, web

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¹

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GLOSSARY OF TERMS

DoA	Description of Action
DLSG	Digital Learning Stakeholders Group
DSM	Digital Single Market
EdTech	Educational Technology
EC	European Commission
EU	European Union
EUN	European Schoolnet
ISDI	INTERNETSIA, S.L.
FBA	FUNDINGBOX ACCELERATOR SP ZOO
FSTP	Financial Support to Third Parties
GA	Grant Agreement
OC1	First Open Call
RSOC	'Remote Schooling' Open Call
OC3	Third Open Call
SME	Small and Medium Enterprise
WP	Work Package
KPI	Key Performance Indicator
PR	Public Relations
DIH	Digital Innovation Hubs
CTA	Call to Action

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1. Introduction

1.1 Overview

The IMPACT EdTech project is dedicated to finding, identifying, and **accelerating the top European start-ups and SMEs in the EdTech space**, as well as creating a **vibrant community of companies in the sector and strengthening the value chain**.

In order to carry out these activities, it is essential to **attract the attention of a large number of start-ups and SMEs**. With this in mind, we have developed a cohesive communication strategy designed to reach as many relevant projects as possible.

This report focuses on the communications efforts and results in two open calls, the Second Open Call ('Remote Schooling') or **RSOC** and the Third Open Call or **OC3**.

In any case, we are providing below a short summary of the results of the First open Call to show a comparison with the Second and Third Open Calls.

The project launched on December 1st 2019, although the public communication activities took off on April 1st 2020, with the **First Open Call** kicking off on April 6th 2020 and running until June 30th 2020.

The primary goal of **OC1** was to achieve 300 started applications and 105 submitted applications. We ultimately achieved **942 started applications** and **308 submitted applications**.

The more important KPI is the number of submitted applications. In that, we managed to **achieve 293,33% above of our objective**, which we consider a key achievement.

All the information regarding **OC1** can be found in Deliverable **1.3 Dissemination Report**.

The **second Open Call** ('Remote Schooling') is referred to in this document as **RSOC**. **RSOC** was launched on **July 3rd 2020 and ran until September 3rd 2020**. As with the First Open Call, the primary goal was to achieve 300 started applications and 105 submitted applications. We ultimately achieved **558**

started applications, of which **147 were eligible start-ups and SMEs**. We managed to achieve **157% above our objective**.

The **Third Open Call** is referred to in this document as **OC3**. **OC3** kicked off on **April 6th 2021**, and ran until **June 30th 2021**. Similarly, the primary goal of **OC3** was to achieve 300 started applications and 105 submitted applications. We ultimately achieved **733 started applications and 278 submitted applications**, of which **235 were eligible start-ups and SMEs**. This means that we managed to achieve **264.76% above our objective**.

Table 1: Summary of results of start-up applications: OC1, RSOC and OC3

Open Call	Started	Submitted	Eligible	Selected
OC1	942	308	233	15
RSOC	558	165	147	11
OC3	773	278	235	17 (TBA)
TOTAL	2,273	751	615	43

This success is due in large part to the online dissemination actions **led by ISDI, with the participation of all consortium partners**.

This report is an in-depth analysis of all communication activities that took place during **RSOC** and **OC3** of the IMPACT EdTech project, from July 3rd 2020 to June 30th 2020, and from April 6th 2021 to June 30th 2021. We will explain **the tools used and the channels selected to carry out its dissemination**. We will go into detail on the **objectives set** and we will examine the **results achieved**. We will describe exactly how we have worked and continue to work together as a consortium to achieve the goals set out for ourselves in the Specific Objectives of the **DoA**. The report includes a detailed examination of the website, social media channels used (paid and organic), Media & PR, Events, including webinars, Info Sessions and Info Days, the Partners' Ecosystem, the IMPACT EdTech Community or Network, Newsletters, email marketing and Content Creation.

This deliverable is designed and led by ISDI, with the contribution and collaboration of all consortium partners.

1.2 Summary of results

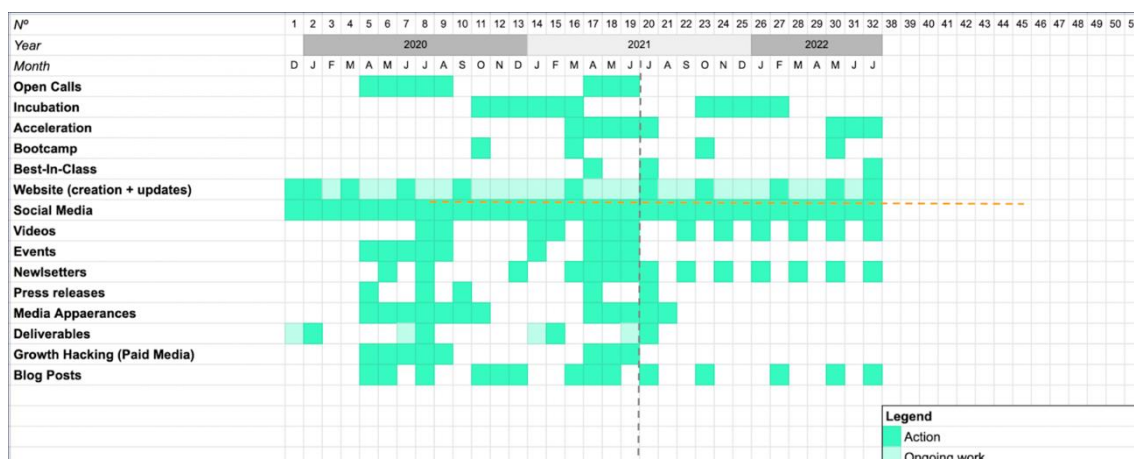


Figure 1: Overview of all communications actions taken and planned throughout the duration of the whole project

The three open calls have achieved widespread reach in all communication channels proposed. We attracted a significant amount of traffic to the IMPACT EdTech website – nearly **55,000 new users** have visited the website since the beginning of the project, while the expected **KPI by the end of the project is 15,000 visitors**. This means we have surpassed the overall goal from **266.66% above our KPI**.

Table 2: Results IMPACT EdTech website from the beginning of the project in April 2020 until the 27th of July 2021

KPI measured (impactedtech.eu)	Result (Apr 2020– July 2021)
Sessions	82,172
Unique Users	54,930
New Users	54,918
Page Views	123,961
N° of session per user	1.50
Average session duration	00:01:10
Pages/session per visit	1.51

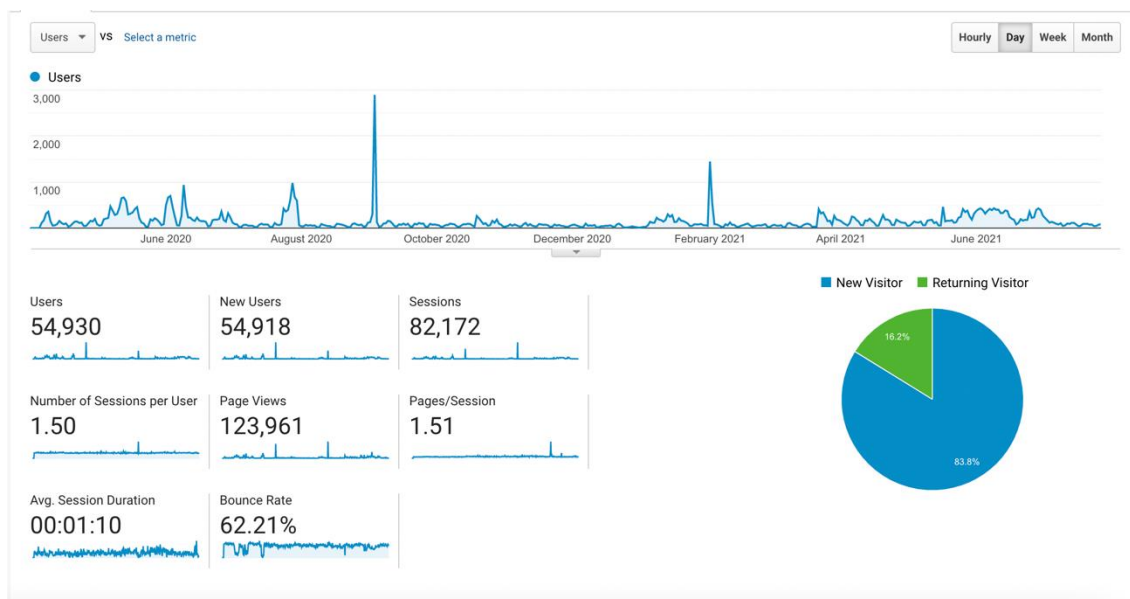


Figure 2: Users on the website broken down by day from April 2020 until July 2021

Traffic to the website came from all channels, although foremost was **direct search**, followed by organic search, referral, and social traffic.

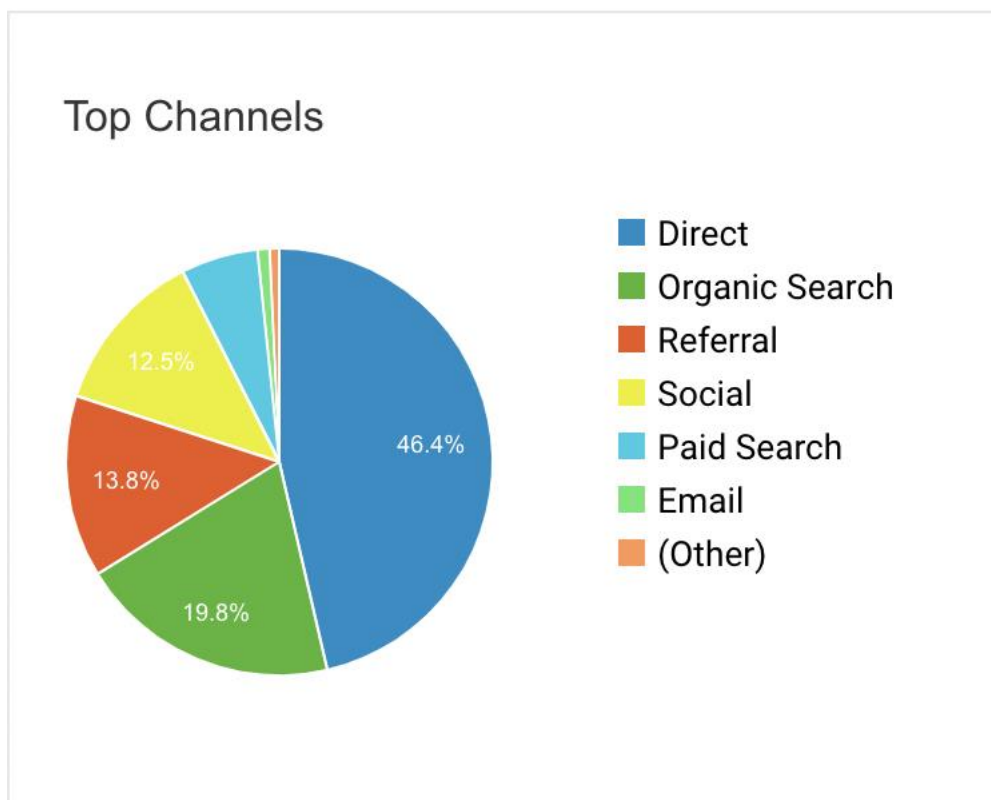


Figure 3: Traffic sources IMPACT EdTech page from April 2020 until July 2021

Results for actions taken during the three open calls and during different highlights of the project have helped achieve the **KPI** in the **DoA** – Twitter, Facebook, and LinkedIn – are summarised in the table below. Please note that figures reported here include paid advertising actions or results.

Table 3: Social Media Followers KPIs

Social Account	Followers KPI (at the end of project)	Followers on July 2021	% of achievement
Facebook	500	3,198	693.6%
Twitter	2,000	2,154	107.7%
LinkedIn	500	1,020	204%

Column 2 in table 3 shows the **KPIs** aimed to be met by the time the project has ended. The numbers show that IMPACT EdTech has already exceeded the targets for all three channels, meaning that the content shared is interesting and interaction with the community is active and positive.

Posts related to IMPACT EdTech open calls specifically have achieved close to **7 million impressions** on social media, between IMPACT EdTech's own channels (organic) and paid advertising. During **OC1**, **RSOC** and **OC3**, IMPACT EdTech has posted over **240 times** and achieved nearly **76,900 clicks** on the different content shared, via paid or organic campaigns. Furthermore, IMPACT EdTech has achieved over **3,900 conversions** on social media, meaning that users have actively clicked on the "apply now" button on the website or signed up for an online event.

The following table shows the totality of social media actions in paid and organic during all three open calls:

Table 4: Results - Social media KPIs and results – summary of OC1, OC2 and OC3

Media type	KPI – Social Media	Total	
Owned	N° of posts on IMPACT's accounts during OC1	76	247
	N° of posts on IMPACT's accounts during RSOC	62	
	N° of posts on IMPACT's accounts during OC3	109	
	Organic engagement (clicks, likes, shares, etc.) OC1	2,033	23,840

	Organic engagement (clicks, likes, shares, etc.) RSOC	1,885	1,610,248
	Organic engagement (clicks, likes, shares, etc.) OC3	19,922	
	Organic impressions OC1	58,797	
	Organic impressions RSOC	432,030	
	Organic impressions OC3	1,119,421	
Paid	Paid impressions OC1	2,871,674	5,309,379
	Paid impressions RSOC	483,501	
	Paid impressions OC3	2,008,204	
	Paid conversions to the IMPACT EdTech page OC1	-	3,927
	Paid conversions to the IMPACT EdTech page RSOC	3,320	
	Paid conversions to the IMPACT EdTech page OC3	607	
	Paid clicks to IMPACT EdTech content OC1	-	53,095
	Paid clicks to IMPACT EdTech content RSOC	31,974	
	Paid clicks to IMPACT EdTech content OC3	21,121	

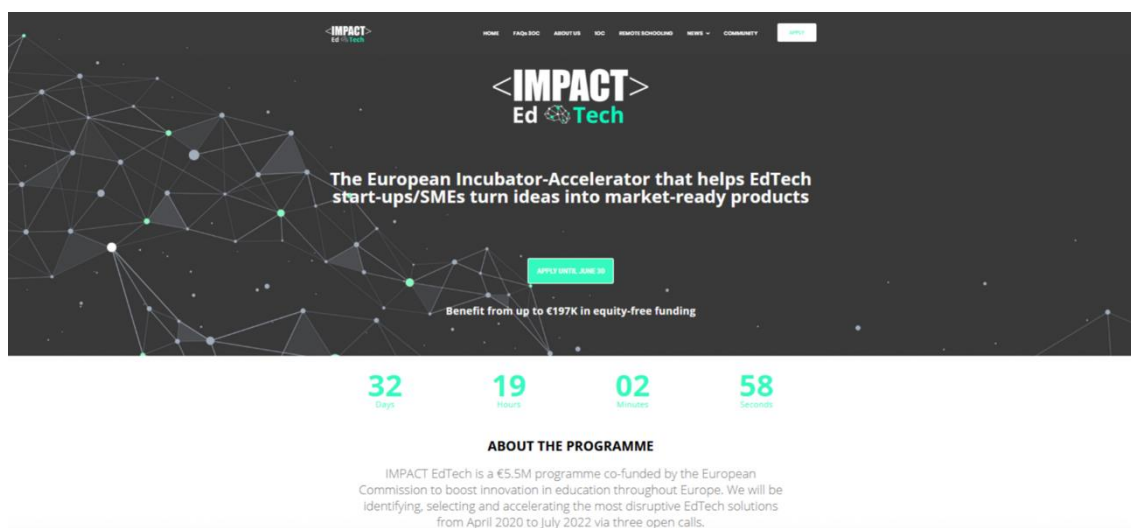


Figure 4: Screenshot of the IMPACT EdTech website during OC3

2. Communication channels and tools overview

2.1 Overview

The main communication purpose is to disseminate the IMPACT EdTech project, and the results achieved, which includes:

- Generating awareness on entrepreneurs, start-ups and **SMEs** developing EdTech solutions and the support that IMPACT EdTech offers.
- Widely disseminating IMPACT EdTech benefits among **SMEs** Intermediaries as well as innovative **SMEs** directly.
- Engaging with EdTech experts & solutions providers from all around Europe.
- Showcasing most promising IMPACT EdTech disruptors in an ecosystem of market players relevant within the value chain of Education & Training Markets.
- Fostering the uptake of inclusive and personalised EdTech companies by reaching out to potential end-users.

More detailed information about our target audiences consisting of specific business or educational groups found across Europe can be viewed in **Deliverable 1.3 Dissemination Report**.

2.2 Communication channels and dissemination actions

The overall IMPACT EdTech communication and dissemination strategy is comprised of **seven main parts**, all of which interact together to amplify the messages of the programme.

1. Website
2. Community

3. Social media
4. Newsletter
5. Media & **PR**
6. Events (including Info Days, Info Sessions and Webinars)
7. Partners' ecosystems

For more in-depth information about the channels used and actions taken in **OC1**, please read **D1.3 Dissemination Report** as well as the preview planning in **D1.1** and **D1.2**.

2.3 Report focus

The channels which are examined in detail in this report are the following:

- **Website** (<https://www.impactedtech.eu/>). This tool is the core of the IMPACT EdTech online communication strategy. Most efforts on social media are structured around bringing the community to this website. Here interested parties (start-ups and **SMEs**) can learn what IMPACT EdTech has to offer, can see if they are a good fit, and can find the link to FundingBox, either to apply or to join the IMPACT EdTech community.
- **Community**. IMPACT EdTech has significant additional web presence on the FundingBox website (<https://fundingbox.com/c/community-Impact-edtech>), as well as on partners' websites¹ and third-party sites such as CORDIS², ISDI Accelerator³ and EOSC **DIH**⁴.

¹ On European Schoolnet website: <http://www.eun.org/projects/detail?articleId=4863910>

On the Future Classroom Lab portal: <https://fcl.eun.org/impact-edtech>

² <https://cordis.europa.eu/project/id/871275>

³ <https://accelerator.isdi.education/acceleration-for-startups/>

⁴ <https://eosc-dih.eu/impact-ed-tech/>

- **Social Media.** Among the wide diversity of social networks that exist today, IMPACT EdTech is primarily focused on three. These networks are the following:
 - **Twitter:** The social network where most entrepreneurs are. (IMPACT EdTech's Twitter: <https://twitter.com/IMPACTEdTechEU>)
 - **LinkedIn:** The social network for businesses. (IMPACT EdTech's LinkedIn: <https://linkedin.com/showcase/impactedtech>)
 - **Facebook:** The social network with more than 1 billion users worldwide. (IMPACT EdTech's Facebook: <https://facebook.com/impactedtech>)
- **Newsletter:** This tool is used to inform subscribers about milestones in IMPACT EdTech, the launch of open calls, important events or the beneficiaries of the acceleration programme.
- **Media & PR:** IMPACT EdTech publishes press releases in countries across Europe at key moments of the project, to communicate milestones and achievements of interest, such as the start of an open call.
- **Events:** IMPACT EdTech spreads the word by organising online informative events, Info Days, and webinars. Additionally, consortium partners participate in third-party events in the EdTech sector.
- **Partners Ecosystems:** IMPACT EdTech uses the vast network of contacts of its partners and mentors to reach the desired audience.

Each of these channels will be examined in detail in following sections of this report.

For further information regarding the flow of traffic through IMPACT EdTech's communications channels, please read **D1.3 Dissemination Report**.

3. Website

The IMPACT EdTech website is one of the focal points of the IMPACT EdTech communication strategy.

The IMPACT EdTech website can be found at <https://www.impacttedtech.eu/>

The website is the main container of information about the project; its primary purpose is to communicate the programme's value proposition and convince relevant users to apply for the open calls, as well as keeping the audience up to date with relevant news, upcoming events, blog posts, results of open calls or other activities, and the opportunity to join the FundingBox community.

The same structure that followed in **OC1** (please see **D1.3 Dissemination report**) was followed for both **RSOC** and **OC3**. In the following list we will focus on the improvements made to the website. Thorough information about the retrieved data from the website can be found in this document in **section 10.1** for **RSOC** and **section 11.1** for **OC3**.

The sections of the website include;

- **Home Page**
- **FAQs:** per open call, a different set of Frequently Asked Questions was added to this section.
- **About us**
- **Past Open Calls:** with information about the past programmes, start-ups and SMEs who have participated in past incubation and acceleration programme, and generic information about the past open calls.
- **Blog**

MEET OUR 1st OPEN CALL START-UPS!

Start-ups in Stage 2: Acceleration



Start-ups in Stage 1: Incubation



ABOUT THE PROGRAMME

IMPACT EdTech is a €5.5M programme co-funded by the European Commission to boost innovation in education throughout Europe. We will be identifying, selecting and accelerating the most disruptive EdTech solutions from April 2020 to December 2022 via three open calls.

Figure 5: Selection of start-ups on the OC1 section of the IMPACT EdTech website

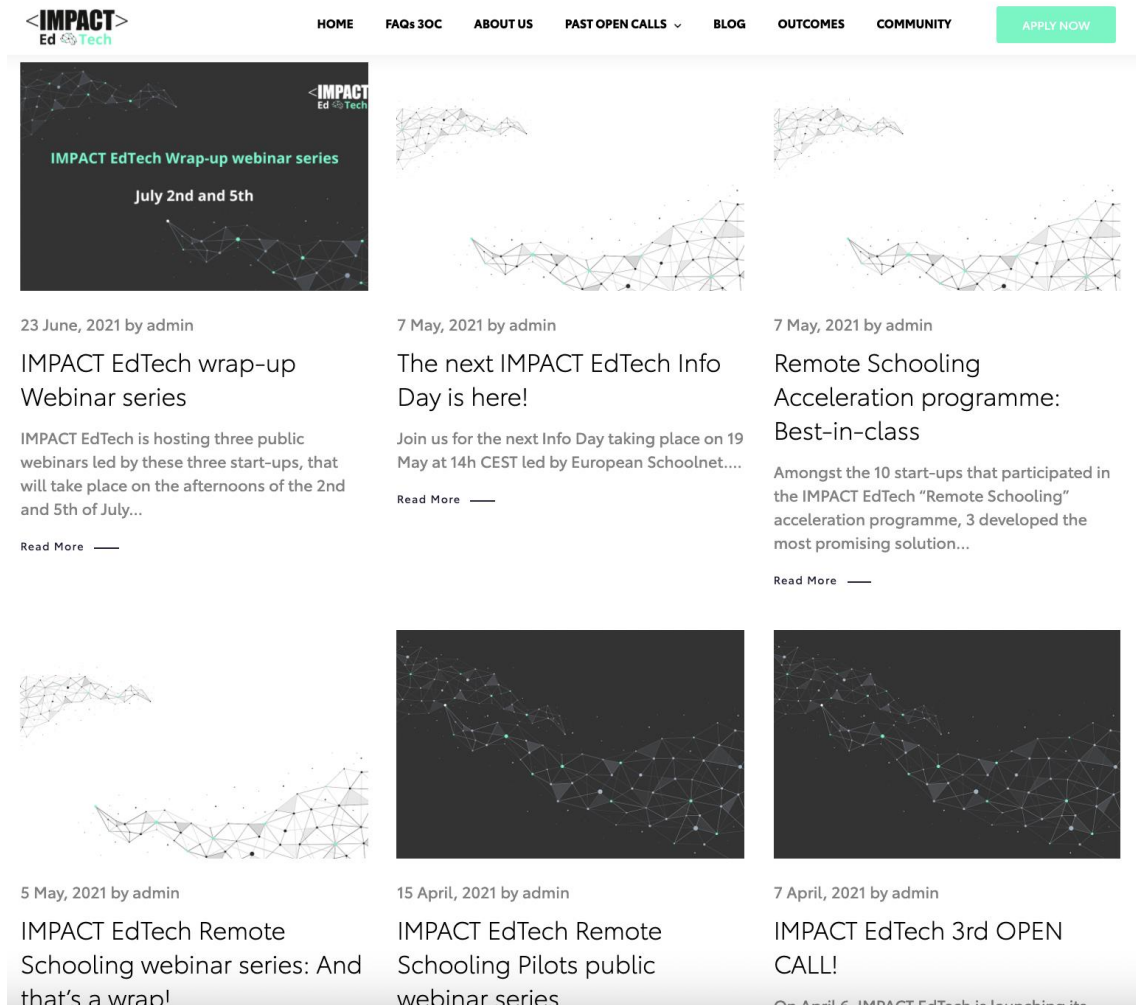


Figure 6: Blog section of the IMPACT EdTech website

- **Outcomes:** section where visitors can find extra information about the project, which is easily accessible. This section is divided into:
 - **Videos:** all the videos produced by the partners, such as webinars, info days, interviews, etc. are included in this section to facilitate the audience to find more information without having to leave the website to a different channel.
 - **Deliverables:** Approved IMPACT EdTech deliverables available to the public to download.
 - **Marketing Assets:** different marketing and communications materials available to the public to download such as the project logo, brand guidelines or the communications toolkit.

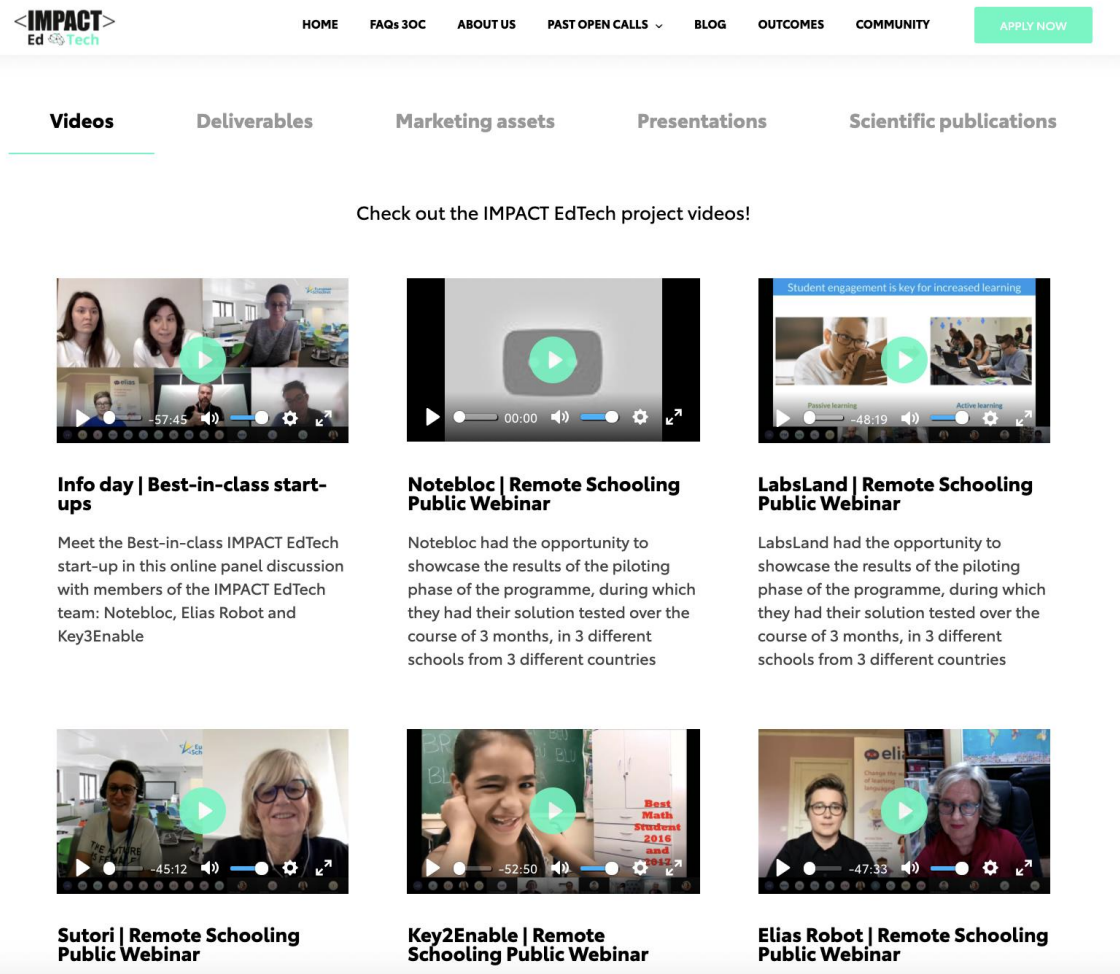


Figure 7: Video wall in the Outcomes section of the IMPACT EdTech website

- **Community**
- **Newsletter pop-up:** during the open call, to drive users to sign up to the IMPACT EdTech newsletter, a plugin was installed, taking advantage of the many daily visits to the website.

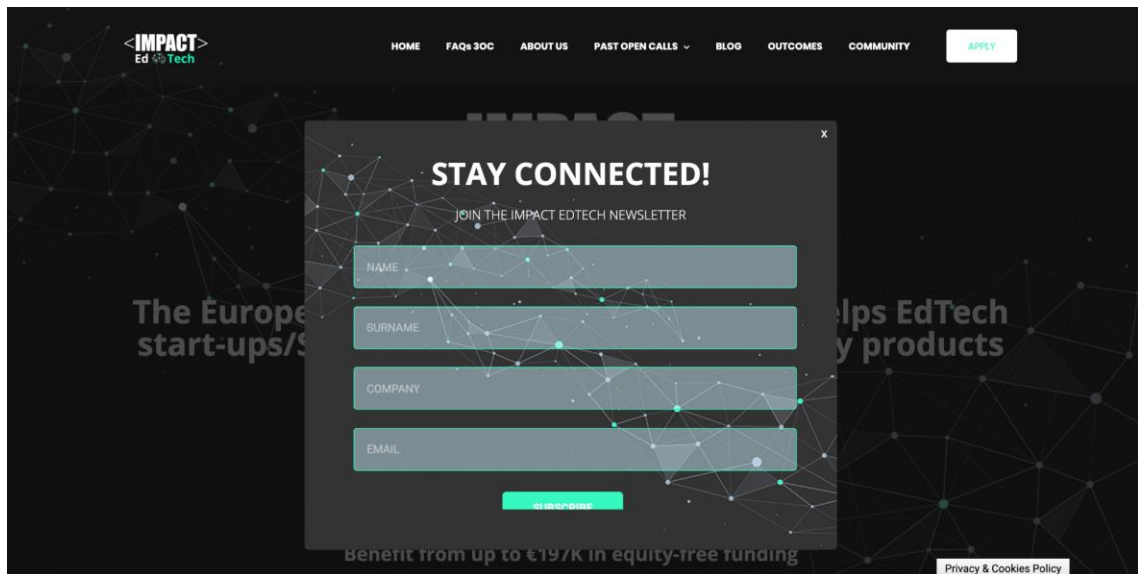


Figure 8: Newsletter pop-up to encourage visitors to sign up to the newsletter

We have earmarked a number of Key Performance Indicators, or **KPIs**, to be measured at key moments –such as after open calls– as indicators of our progress in the project. The **KPIs** that will be presented in more details in this document are:

- **Sessions** - the number of times the website was visited during a given time
- **Unique users** - the number of users who visited the website during a given time
- **New users** – the number of first-time users who visited the website during a given time
- **Average session duration** - the average amount of time users stayed on the website
- **Pages per visit** - the average number of pages visited by website users
- **Traffic sources** - the websites or social media networks that directed users to the website
- **Geographic location** - the country in which users were located when they visited the website

4. Social media

Our social media strategy is divided into four blocks: **owned social media**, **shared social media**, **earned social media** and **paid social media**. The differences of each block and how they affect the communication strategy can be found in **D1.3 Dissemination report**.

The **RSOC** social media results are detailed in **section 10.3** and the **OC3** social media results in **section 11.3** of this deliverable report.

4.1 Owned social media

As previously stated in the **D1.3 Dissemination Report**, the main channels where IMPACT EdTech focuses its efforts are **Twitter**, **LinkedIn** and **Facebook**.

Our content can be roughly divided into three different categories:

- **IMPACT EdTech news**
- **Start-ups and SMEs news**
- **Third party news**

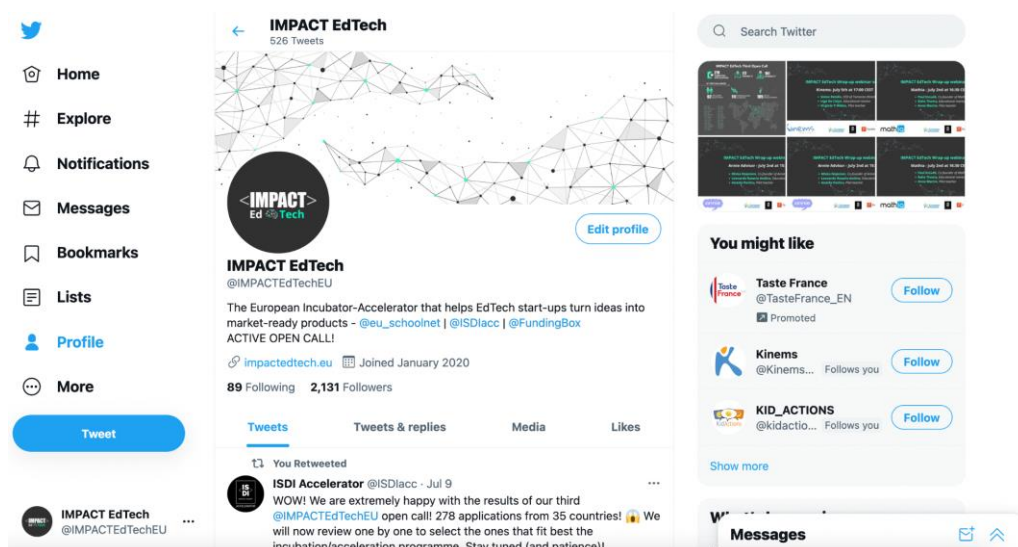


Figure 9: IMPACT EdTech Twitter profile

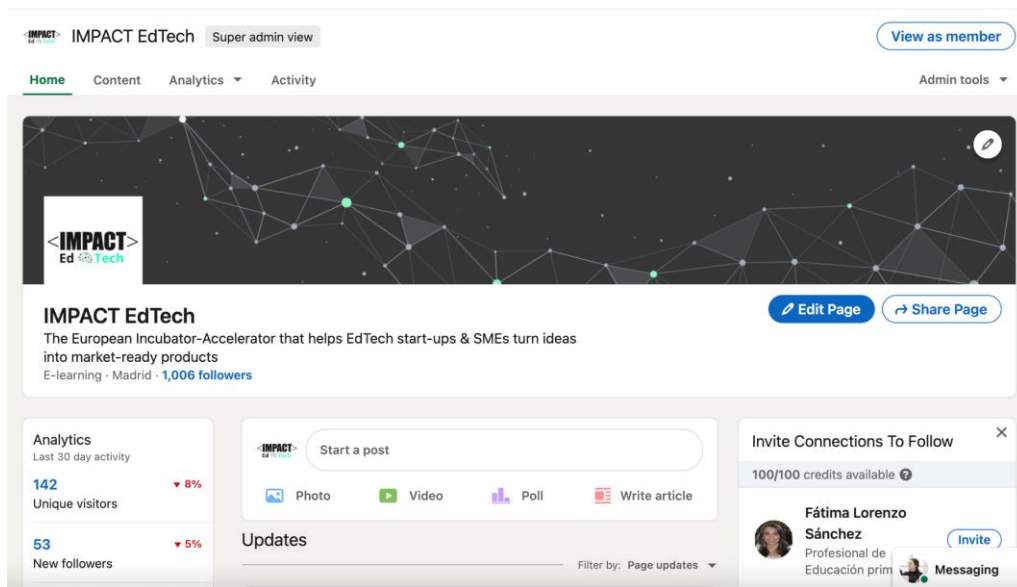


Figure 10: IMPACT EdTech LinkedIn Profile

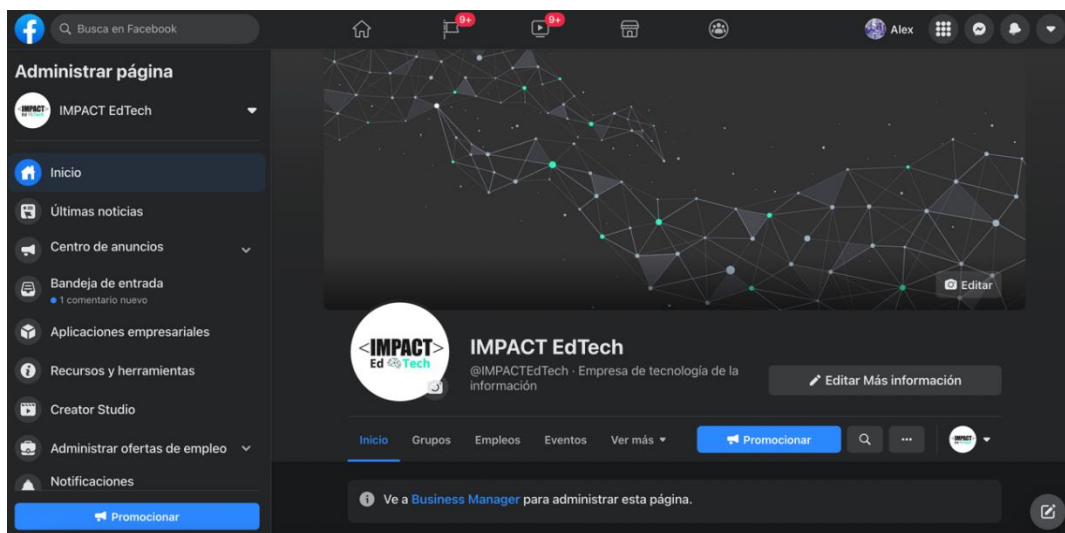


Figure 11: IMPACT EdTech Facebook profile

4.2 Shared social media

The participation of all consortium partners is crucial to achieve maximum diffusion, as all partners have very strong networks, consisting of relevant target audience.

The IMPACT EdTech partners support the project dissemination via a total of **20 channels that includes more than 464,000 users** in total (the full list is included in **Annex 1**).

Moreover, European Schoolnet, ISDI and FundingBox also echo the communication and dissemination of the project's activities through their Facebook, Twitter and LinkedIn accounts:

- EUN Facebook: 27,454 followers
- EUN Twitter: 26,211 followers
- EUN LinkedIn: 6,272 followers
- ISDI Accelerator Twitter: 1.008 followers
- ISDI Accelerator LinkedIn: 2,544 followers
- FBA Facebook: 4,406 followers
- FBA Twitter: 3,520 followers
- FBA LinkedIn: 4,970 followers

Altogether, with a **total of 76,385 followers**, the partners had a significant impact in spreading the project on social media.

Additionally, IMPACT EdTech has a list of **diffusion partners** (see **Annex 2**) who help share IMPACT EdTech's posts. Diffusion partners include Martel Innovate (Switzerland), South Summit (Spain), European Digital SME Alliance (Belgium), Digital Learning EU (Luxembourg), VLC Tech City (Spain), Endeavour (Spain), Tavolo Giovani (Italy) and Emprenem Junts (Spain).



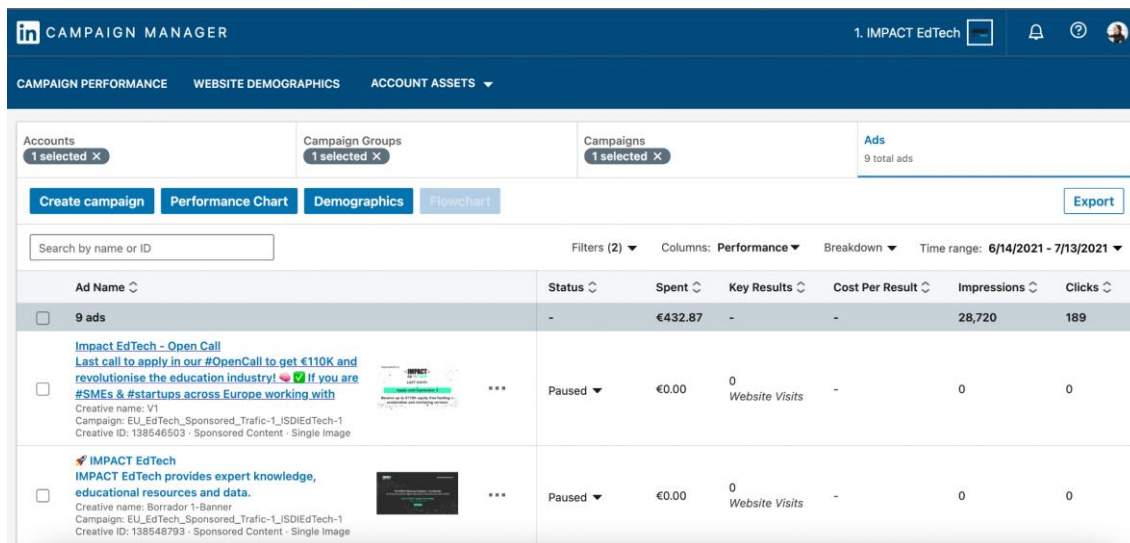
Figure 12: Twitter post of one of IMPACT EdTech communication and diffusion partners who has 17,000 followers

4.3 Paid social media

The IMPACT EdTech project has relied heavily on paid social media as an effective way to attract start-ups and **SMEs**. The channels we used were Twitter, LinkedIn, Facebook and Google Display advertising. They enabled to attract a large number of start-ups and **SMEs** who eventually applied to the open calls.

During the First Open Call, we saw the usefulness of spending money on social media marketing. We analysed the market and decided to focus on four channels:

- **Twitter**
- **Facebook**
- **LinkedIn**
- **Google Display**



The screenshot shows the LinkedIn Campaign Manager interface for the account '1. IMPACT EdTech'. The top navigation bar includes 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. Below this, there are filters for 'Accounts' (1 selected), 'Campaign Groups' (1 selected), and 'Campaigns' (1 selected). The main section displays a table of ads with columns for Ad Name, Status, Spent, Key Results, Cost Per Result, Impressions, and Clicks. Two ads are visible, both with a status of 'Paused' and zero results.

Ad Name	Status	Spent	Key Results	Cost Per Result	Impressions	Clicks
9 ads	-	€432.87	-	-	28,720	189
Impact EdTech - Open Call Last call to apply in our #OpenCall to get €110K and revolutionise the education industry! 🎉 If you are #SMEs & #startups across Europe working with	Paused	€0.00	0 Website Visits	-	0	0
IMPACT EdTech IMPACT EdTech provides expert knowledge, educational resources and data.	Paused	€0.00	0 Website Visits	-	0	0

Figure 13: Example of how to set up a LinkedIn paid campaign

A more in-depth analysis of the expenditure and results of paid media per open call can be found in this document in **section 10.3.3 for RSOC** and in **section 11.3.3 for OC3**.

4.4 Earned social media

As the name implies, earned social media can only be achieved through creating interesting, relevant, and “share”-able content. Earned social media happens when third parties are interested enough in what you have to say so they spontaneously like, retweet, or share your posts.

Our aim is always to generate relevant content that lends itself to being shared on many start-ups’ and **SMEs**’ networks.



IMPACT EdTech
@IMPACTEdTechEU



Did you miss our [#InfoSession](#) with the "Best-in-class" [#startups](#) [@Notebloc](#) [@keyability](#) and [@EliasRobotCom](#)? Check out this video and be amazed with their progress during the acceleration programme! [@ISDIacc](#) [@eu_schoolnet](#) [@FundingBox](#)



IMPACT EdTech | Info day | Best-in-class
Meet the Best-in-class IMPACT EdTech start-up in this online panel discussion with members of the IMPACT ...
[youtube.com](#)

11:36 AM · May 27, 2021 · Twitter Web App

||| View Tweet activity

5 Retweets 1 Quote Tweet 32 Likes

Figure 14: Example of a Twitter post with a significant amount of likes and retweets

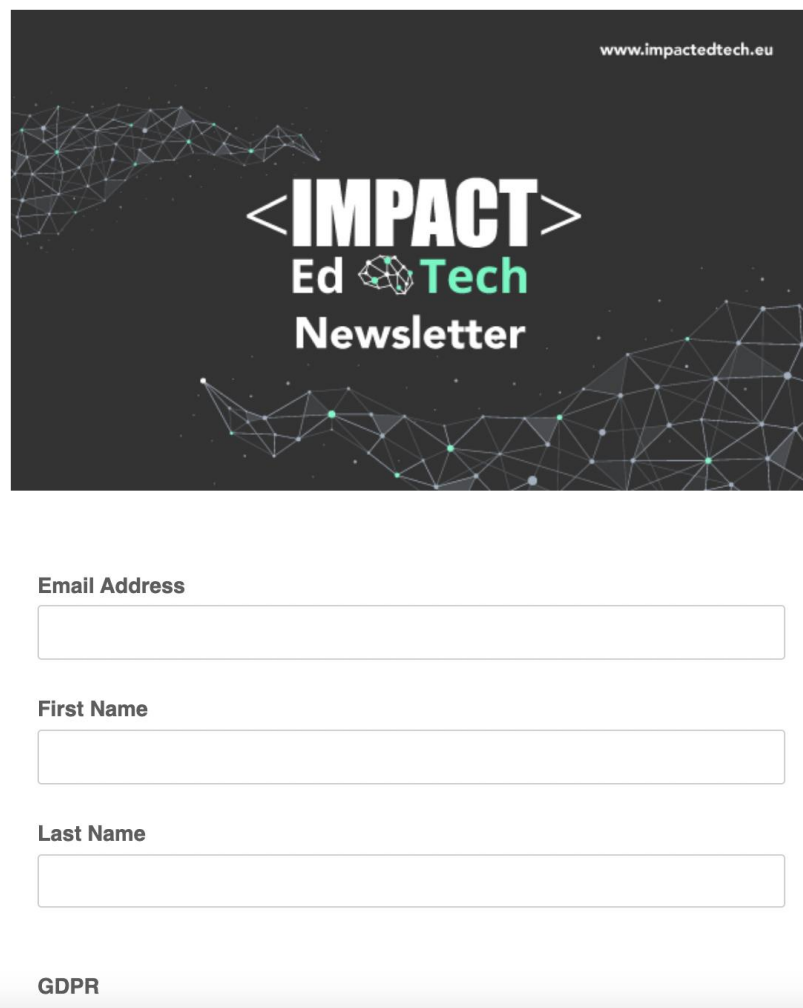
5. Newsletter

One crucial way in which we leverage IMPACT EdTech's existing accounts to generate more deal flow for IMPACT EdTech is through the use of email newsletters and other special emails.

Continuing to build this database is a vital part of our communication strategy.


We have managed to collect more leads and subscribers to the newsletter through the following actions:

- **Website popup:** We have installed a plug-in during the open call, taking advantage of the high volume of visits to the IMPACT EdTech website. This lets users know that we have a mailing list and offers an easy way to subscribe. If the user does not wish to subscribe, he or she simply closes the pop-up, and it doesn't show up again.
- **Other lead generation:** We have been collecting emails in the IMPACT EdTech project in a variety of other ways, such as: announcing and sharing the link at online events, our regular newsletter form on www.impacteditedtech.eu, reminders through social media, press releases and other media coverage.



The image shows a newsletter subscription page for IMPACT EdTech. At the top, there is a dark banner with the IMPACT EdTech logo and the text "Newsletter". The URL "www.impacttedtech.eu" is in the top right corner. Below the banner, there are three input fields for "Email Address", "First Name", and "Last Name". At the bottom, there is a "GDPR" section.

www.impacttedtech.eu

<IMPACT>
Ed  Tech
Newsletter

Email Address

First Name

Last Name

GDPR

Figure 15: Newsletter subscription page after clicking the "Subscribe" button in the IMPACT EdTech website

6. PR and Media

In this deliverable, information about the Press Releases issued and results per open call can be found in **section 10.5 for RSOS and section 11.5 for OC3**.

6.1 PR

In addition to its actions on social media, IMPACT EdTech also relies heavily on traditional media as one of its main channels to communicate and disseminate the project in general and, in particular, the open calls for **SMEs** and start-ups. To date, the IMPACT EdTech project has created **4 press releases** to communicate the different IMPACT EdTech open calls and also the results and selection of start-ups and **SMEs**.

All documents are drafted and prepared by ISDI and shared with the consortium partners for the dissemination of the different open calls and selection of start-ups / **SMEs**.

The project will issue additional press releases at key milestones during the project (e.g. after the selection of successful applicants to **OC3**, or on other key occasions, as deemed necessary).

Press releases about the launch of the three open calls have been **added to the communications toolkit** that is shared with relevant parties. The consortium partners have translated the press releases to additional languages where relevant.

All press releases are also shared in the IMPACT EdTech website, and are available to the public in the blog section.

Table 5: List of press releases issued per key milestone

Date of Press Release	Item	EU Level	Local Level
April 6 th 2020	OC1	3 (1 per partner)	3 (1 per partner)
July 3 rd 2020	RSOC	3 (1 per partner)	3 (1 per partner)

October 19 th 2020	Selected start-ups OC1+RSOC	3 (1 per partner)	3 (1 per partner)
April 7 th 2021	OC3	3 (1 per partner)	3 (1 per partner)
Sept 2021	Selected start-ups OC3	TBA	TBA
TOTAL		12	12

The **KPI** of issued press releases by the end of the project stated in the **DoA**, is **5 at EU level and 8 at local a local level**. This KPI has been successfully achieved, as can be seen in the table above. We have managed to reach **12 issued press releases at a European Level and 12 at a local level**.

- ISDI has a broad variety of European start-ups and SMEs, investors, mentors, experts in their database and their **PR** agency, which issues the news in both English and Spanish.
- European Schoolnet having direct access to a network of 34 European Ministries of Education, schools, teachers, researchers, and industry partners.
- FundingBox having a platform where they offer access to funding opportunities, knowledge and connections through specialised communities that are related to specific tech initiatives.

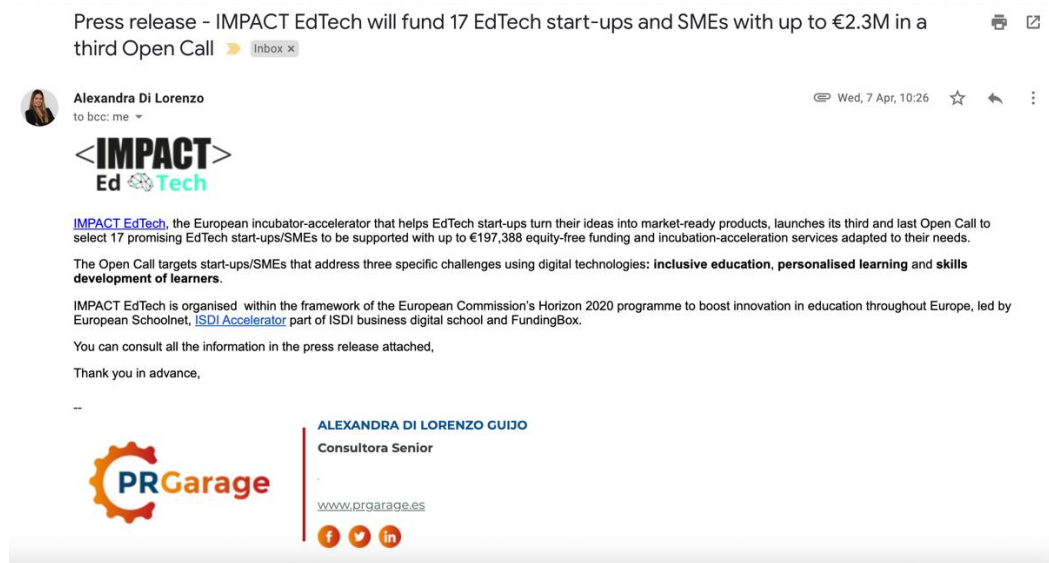


Figure 16: Example of email sent to the European Press contacts from ISDI's PR Agency about the launch of OC3

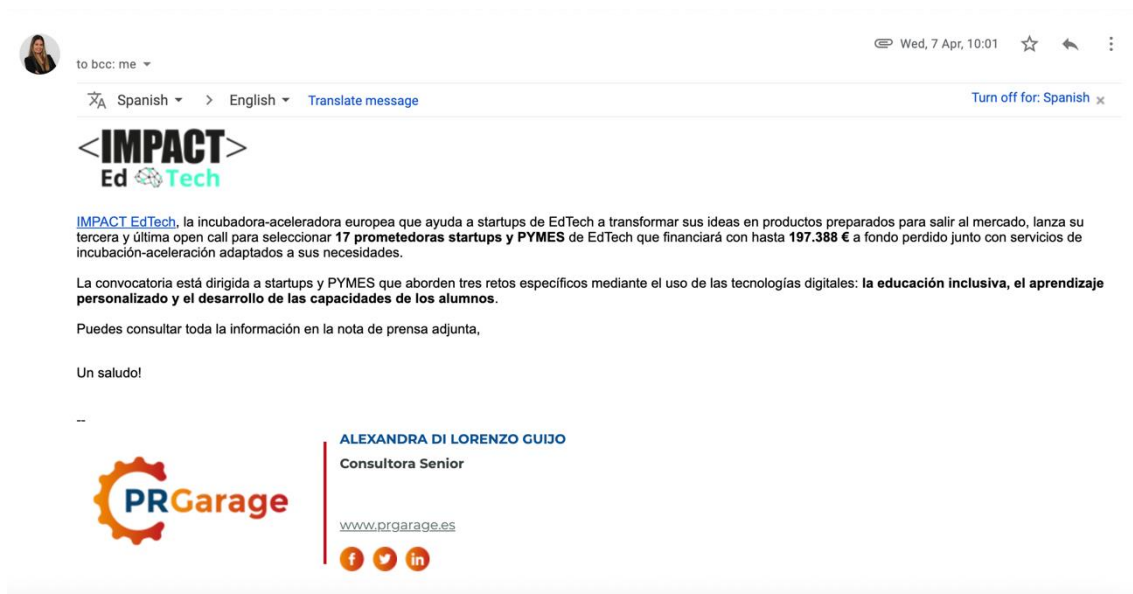


Figure 17: Example of email sent to Spanish Press contacts from ISDI's PR Agency about the launch of OC3

6.2 Media

The result of sharing a press release with a specific group of people results in media appearances: magazines, publications, mentions, articles or interviews.

The **DoA** has outlined a **KPI** regarding the number of media publications that the project must have by the end of the project. This **KPI** is to have more than **12 media publications, 6 of them being at a European level.**

According to available and accessible data, it is estimated that from the beginning of the project until July 2021, the IMPACT EdTech project has appeared in **at least 6 media publications at European Level and in approximately 40 at local level.** In this regard, we have met **the KPIs set.**

A list of media publications from **OC1** can be found in the **Annex section of D1.3.**

The list of media appearances in **RSOC and OC3** is available in this document in **Annex 3.**

IMPACT EdTech anuncia a las 25 startups y PYMEs que entrarán en el programa de aceleración de la CE "Horizon 2020" dotado con 5,6 Millones de Euros

Inicio / Artículo
Aceleradoras - I

Aceleradoras - Incubadoras de empresas, Apoyo a startups, Startups



IMPACT EdTech, la incubadora-aceleradora que ayuda a startups y pymes innovadoras en el entorno de la tecnología educativa a transformar sus ideas en productos preparados para salir al mercado, ha anunciado los nombres de las **15 startups que entrarán en la etapa de incubación** del programa y a las **10 compañías pre-seleccionadas que entrarán directamente a la fase de aceleración**. El proyecto liderado por ISDI Accelerator (ISDI), European Schoolnet y FundingBox seleccionaron a los mejores en dos Jury Days, en el que 53 startups y pymes presentaron su producto ante un panel de expertos en educación (10-11 de septiembre y 13-15 de octubre) en dos eventos online. Previo a la selección, el 9 de septiembre, todas las startups y pymes invitadas al primer Jury Day, asistieron a un taller de presentaciones liderado por ISDI Accelerator y dirigido por expertos que les ayudaron a perfeccionar sus habilidades de presentación y prepararse para el Jury Day. El jurado lo formaron representantes de ISDI, European Schoolnet, FundingBox y asesores externos expertos en el sector de la educación.

Lista de los ganadores de la primera convocatoria de IMPACT EdTech

Se seleccionaron 15 startups y pymes que ingresarán al programa de incubación:

- **Grib3D (Finlandia)**: Software de creación 3D gratuito, rápido y fácil de usar para artistas individuales, profesionales, aficionados, escuelas, profesores y más.
- **DARTEF, Didactic ARTEFact (Estonia)**: Reduciendo la brecha entre la teoría y la práctica en la escuela.
- **LMS, Learn, Make & Share (Bélgica)**: Llevan el movimiento *maker* a tu escuela.
- **Photon (Polonia)**: Herramientas interdisciplinarias y métodos creativos que utilizan miles de maestros involucrados y padres conscientes

Figure 18: Media appearance in an important spanish publication about the selected start-ups out of OC1 and RSOC

7. Events

Events are a crucial part of dissemination, particularly since the COVID-19 outbreak, which moved all activities online. Having events in which to spread the word about the project, announcing upcoming open calls, explaining the benefits of the project, and showcasing the accelerated start-ups and SMEs have helped in positioning IMPACT EdTech. In addition, having important and relevant content to share after the events are held is key; this content can then be shared on social media as a follow up, thereby engaging the audience and having the involved parties share the recordings.

Our events strategy can be divided into the following areas:

- **Info Days/Sessions**
- **Webinars:**
- **Top events & other third-party events**

More detailed information about each type of event can be found in **D1.3 Dissemination report**.

Further detail regarding the events executed, as well as the registered individuals and attendees during the **RSOC** period can be found in **section 10.6** and in **section 11.6** for the **OC3** period.

8. Partners Ecosystems

An important way we amplify the IMPACT EdTech messages is by tapping into partners' networks and ecosystems. Achieving diffusion among third party channels means that the number of relevant start-ups and **SMEs** reached can be multiplied exponentially.

In order to take full advantage of partners' ecosystems, we have adopted throughout the course of the project a four-part approach:

- Maintain an **up-to-date existing database** of organisations in the ecosystem, including the size of each community.
- Work to **expand** the number of organisations in the database.
- Ask participating organisations to **communicate our messages** at strategic moments.
- **Record and report** the resulting effect.

8.1 Expanding the IMPACT EdTech outreach

We have learned from prior experience in the IMPACT programmes that one of the most effective methods for achieving new contacts for our diffusion is **email**. Each partner regularly reached out to and contacted leaders, managers, and directors of large, relevant start-up communities, as well as other key stakeholders (such as policy makers and ministry of education representatives) with whom IMPACT EdTech did not previously have contact, but who would potentially be interested in spreading the word among start-ups in their communities.

The purpose of these emails is to communicate IMPACT EdTech's value proposition and to ask the community leaders to spread the word to as many start-ups and SMEs as possible, thereby increasing the number of start-ups reached. The ultimate goal is to increase the number of start-ups joining the EdTech community and applying during our open calls.



Figure 19: EdTech France has been a key partner to achieve the high number of start-ups and SMEs who have applied from the French ecosystem

For more detailed information about the partners' ecosystem and the actions taken during **RSOC**, please go to **section 10.7**. To find out more detail about this information regarding **OC3**, please visit **section 11.7**.

9. Communication Toolkit

The IMPACT EdTech project has used a toolkit designed to amplify the key messages in a quick and easy way. The main objective is consistently to communicate the IMPACT EdTech value proposition and drive traffic to the website; the toolkit serves exactly this purpose.

Detailed information about what a toolkit consists of can be found in **D1.3 Dissemination Report**.

IMPACT EdTech 3OC |
Communication toolkit for dissemination partners

ABOUT THE PROGRAMME

IMPACT EdTech is a €5.5M programme co-funded by the European Commission to boost innovation in education throughout Europe. We will be identifying, selecting and accelerating the most disruptive EdTech solutions. IMPACT EdTech is a pan-European programme designed for EdTech start-ups/SMEs to break the barriers to education and enhance learning experiences in a new era of human-centered digital education.

We are currently in our 3rd open call scouting EdTech startups working on: **Inclusive education, Personalised learning and Skills development**. This call will be active until June 30th and selected participants can benefit from up to **€197K in equity-free funding**.

IMPORTANT LINKS

IMPACT EdTech:

- Project website: impactedtech.eu
- Application Page: impactedtech.fundingbox.com
- Contact email: contact@impactedtech.eu
- IMPACT EdTech Social: [Twitter](#) | [LinkedIn](#) | [Facebook](#) | [Youtube](#) | [Newsletter](#)

Project partners:

- ISDI Accelerator: [Web](#) | [Twitter](#) | [LinkedIn](#) | [Facebook](#)
- European Schoolnet: [Web](#) | [Twitter](#) | [LinkedIn](#) | [Facebook](#)
- FundingBox: [Web](#) | [Twitter](#) | [LinkedIn](#) | [Facebook](#)

Hashtags:

#IMPACTEdTech | #EducationForAll | #DigitalEducation | #3OC |
#JoinTheEdTechRevolution

QUICK WINS: CLICK TO SHARE

Figure 20: Example of Communication Toolkit shared with partners

Additionally, consortium partners have access to a project management online space – Basecamp - set up by **EUN**, where all partners are invited to upload documentation and materials relevant to the consortium. Basecamp is used as a storage space for communications resources such as logos and banner designs, in order to make them available to the consortium.

Additionally, following a lesson learned from **RSOC**, during **OC3**, the communication toolkit was made available in the 'Outcomes' section of the website, making it easy for the public and external partners to download.

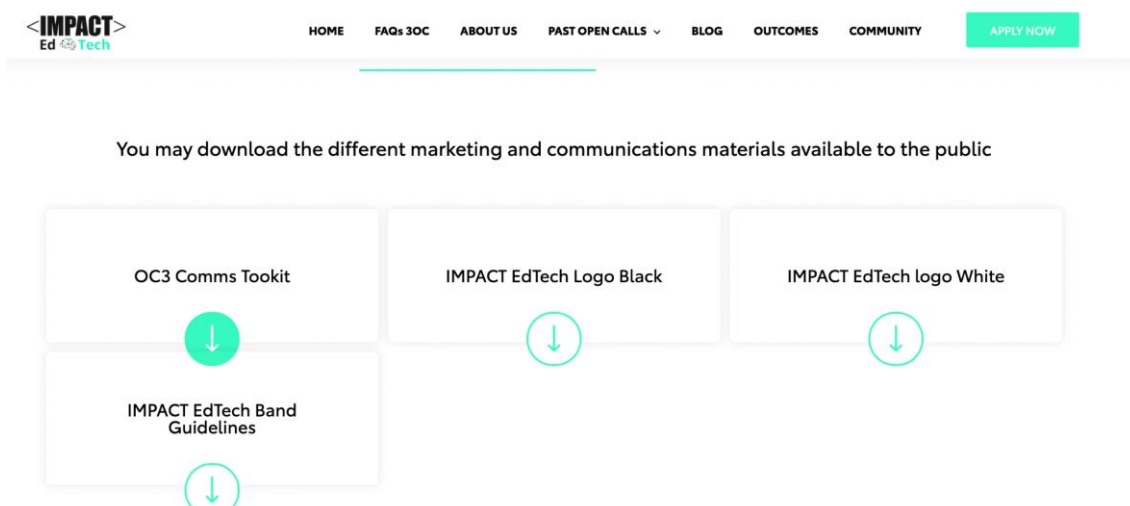


Figure 21: OC3 Communication Toolkit available for direct download on the IMPACT EdTech website

10. Results of the 'Remote Schooling' Open Call (RSOC)

In March 2020, a global pandemic hit the world: COVID-19; changing not only the way we work and live, but making people, companies and society adapt quickly to the circumstances which the pandemic brought. Due to the sanitary restrictions, schools, teachers and students had to adapt also, moving from face-to-face teaching and learning, towards remote or blended practices. For this reason, the IMPACT EdTech consortium launched an emergency 'Remote Schooling' open call to help identify start-ups who had solutions which were fit to address common challenges faced by schools during the COVID-19 crisis. These start-ups participated in a fast-track 5-month acceleration programme, during which they have been supported in piloting their solutions in schools and bringing them to market.

The **'Remote Schooling' open call (RSOC) kicked off on July 3rd 2020, and continued until September 3rd 2020.**

As stated at the beginning of this document, the **primary goal** of the open call was to achieve **300 started applications and 105 submitted applications**. We surpassed this goal, achieving **558 started applications and 165 submitted applications**, of which 147 were eligible start-ups and SMEs.

Focusing on the most important **KPI**, which is the number of submitted applications, **we managed to achieve 157% above our objective**, which we consider a key achievement. In particular, given that the open call was active during the summer months, which can be challenging, as the summer holidays in most European countries occur during these months.

This success is due in large part to the online dissemination actions led by all consortium partners.

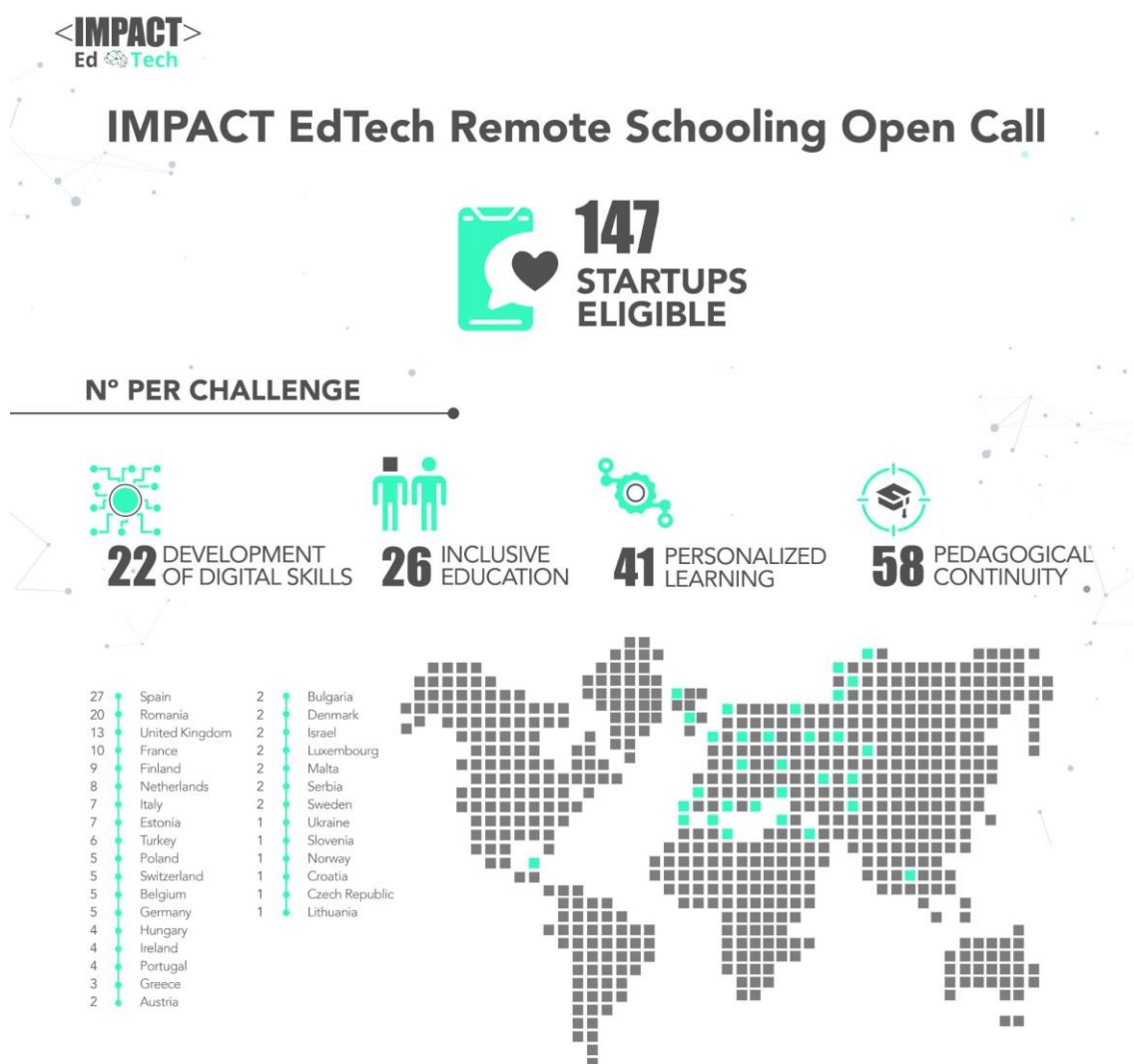


Figure 22: Overview of the results of the RSOC represented in a data visualization banner

10.1 Website

The website is designed to attract interested and relevant users of our target audience. Traffic to the website reached **more than 900 visitors per month during peak times**, reaching up to **2,896 visitors on the last day** of the application deadline. This a positive result these visitors were also inclined to join **IMPACT EdTech community and apply via the application form**.

The total number of **sessions** on the impactedtech.eu website during the period from **July 3rd 2020 to September 3rd 2020 was 11,340**, and the total number of **page views was 16,430**. There were **9,268 unique users** who

visited the site, of which **9,004 were new users**. The average session duration was **00:53 minutes with an average of 1.22 pages per visit**.

The table below illustrates these results:

Table 6: Results IMPACT EdTech website during the RSOC period

KPI measured (impactedtech.eu)	Result (3 July – 3 Sept)
Sessions	11,340
Unique Users	9,268
New Users	9,004
Page Views	16,430
N° of session per user	1.22
Average session duration	00:00:53
Pages/session per visit	1.45



Figure 23: Users on the website broken down by day. We see a clear peaks of intensity right before the summer break and a huge peak at the end of the open call

Visitors can come to websites from many different sources. They can visit the website directly by entering the URL in their browser, or by using a bookmark or saved web browser elements, to name examples. They can find the website using an online search engine, such as Google or Safari. They can be diverted to the website from any form of social media when web links are shared using such channels. Similarly, they can use a reference link on another website that is not a search engine.

The breakdown of visitors coming from these different sources are outlined in the below figure:

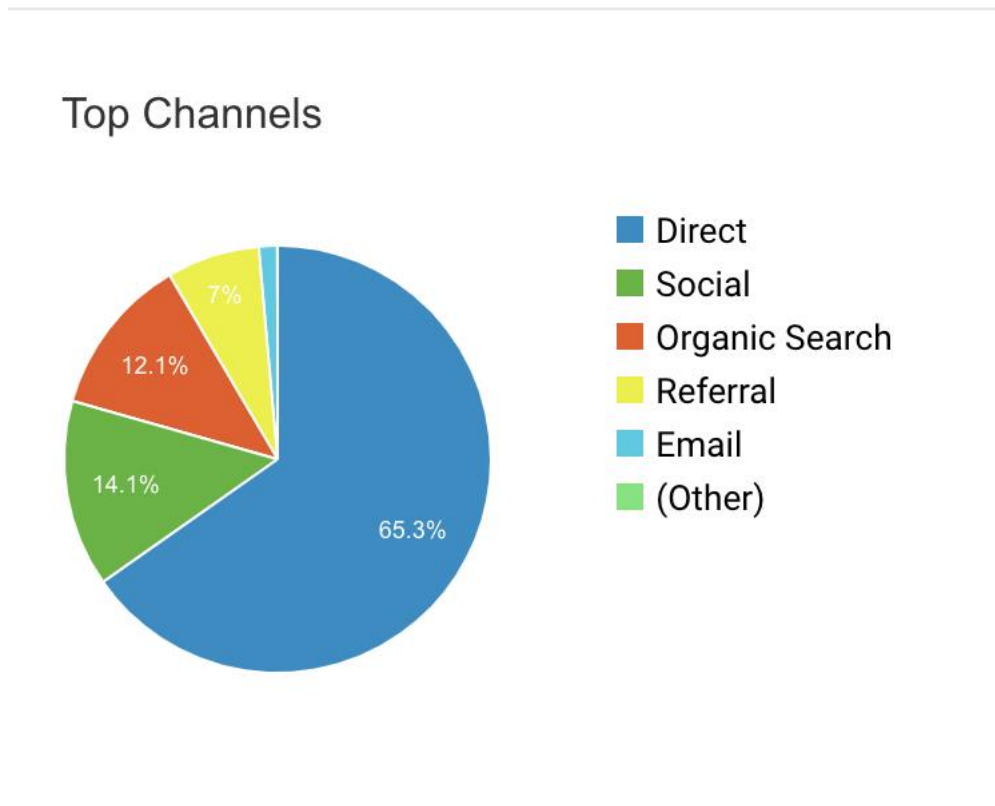


Figure 24: Channels directing traffic to the IMPACT EdTech Website

Most visitors, **65.3%**, represent **direct traffic**, meaning that users navigated directly to the IMPACT EdTech website. This is likely the result of **our work on media, branding, name recognition and online events**. Our **efforts in social media brought 14.1%** of visitors to the website. **Organic search also accounted for a large portion of visitors, making up to 12.1% of the traffic and referrals accounting for 7%.**

The following is a breakdown by user for the total 9,268 users who visited the website in the specific period:

	Acquisition			Behaviour		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages/Sessi... ↓	Avg. Session Duration ↓
	9,268	9,004	11,340	49.55%	1.45	00:00:53
1 Direct	6,202			44.76%		
2 Social	1,344			31.89%		
3 Organic Search	1,154			74.09%		
4 Referral	668			71.06%		
5 Email	134			5.03%		
6 (Other)	2			66.67%		

Figure 25: Breakdown by user who visited the IMPACT EdTech website

A further breakdown of the top ten countries per number of visitors can be seen in the below figures. Geographically, the primary sources of traffic are Spain, Italy, Portugal, France and Romania.

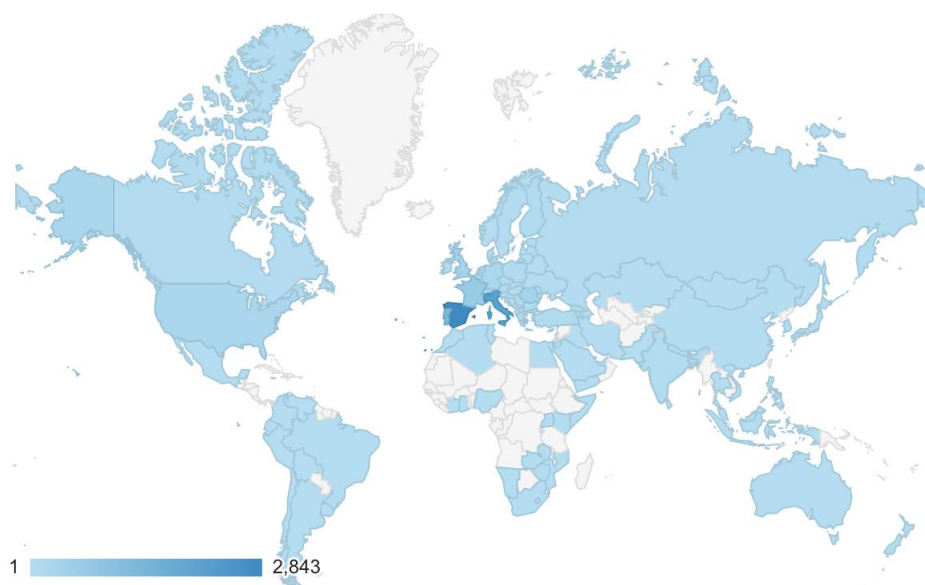


Figure 26: Map of the geographic location of visitors to the IMPACT EdTech website











Country ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	9,268 % of Total: 100.00% (9,268)	9,005 % of Total: 100.01% (9,004)	11,340 % of Total: 100.00% (11,340)
1.  Spain	2,843 (30.46%)	2,781 (30.88%)	3,200 (28.22%)
2.  Italy	1,991 (21.33%)	1,948 (21.63%)	2,153 (18.99%)
3.  Portugal	1,128 (12.08%)	1,114 (12.37%)	1,254 (11.06%)
4.  France	606 (6.49%)	589 (6.54%)	708 (6.24%)
5.  Romania	353 (3.78%)	325 (3.61%)	536 (4.73%)
6.  United Kingdom	305 (3.27%)	295 (3.28%)	426 (3.76%)
7.  United States	213 (2.28%)	210 (2.33%)	224 (1.98%)
8.  Germany	205 (2.20%)	188 (2.09%)	276 (2.43%)
9.  Netherlands	141 (1.51%)	134 (1.49%)	185 (1.63%)
10.  Belgium	126 (1.35%)	107 (1.19%)	296 (2.61%)

Figure 27: Top ten countries who visited the IPMACT EdTech website

The **RSOC** was launched right after **OC1** closed. For this reason, the project consortium decided to change the colour of the background of the main images used on the website and social media banners from a black to a white background. This change was made to help the audience understand that the RSOC was a distinct and new call, even though the programme was somehow similar to the **OC1** one. We aimed to invite start-ups and **SMEs** to apply to an open call which focused on supporting solutions that address common challenges faced by schools during the COVID-19 crisis, or 'Remote Schooling'.

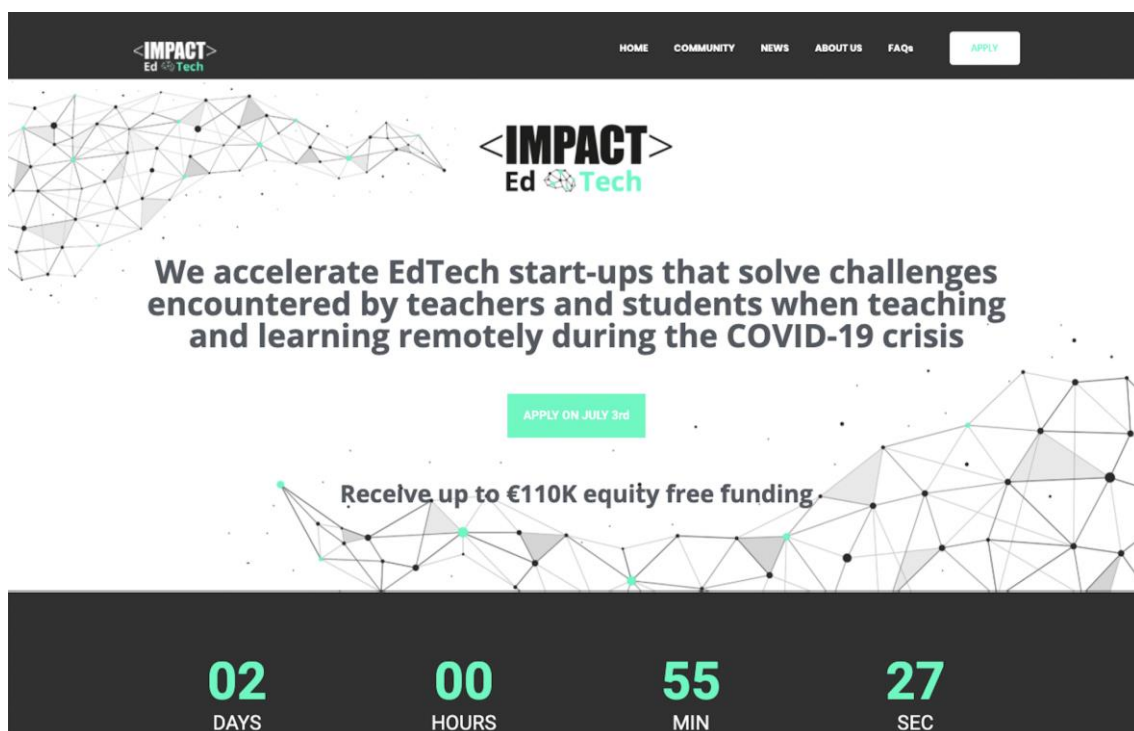


Figure 28: Example of banner used for creativities in RSOC period



Figure 29: Example of RSOC banner used on social media to invite start-ups and SMEs to one of our webinars to explain the programme in depth

10.2 FundingBox Platform

10.2.1 Platform Overview

The FundingBox Communities platform hosts the IMPACT EdTech Community. This is a dynamic and interactive web-based platform that includes communication services fostering collaborative work, aiming at facilitating interaction among stakeholders.

More information about the IMPACT EdTech Community can be found in **D1.3 Dissemination Report**.

10.2.2 IMPACT EdTech community platform



Figure 30: Screenshot of IMPACT EdTech Community landing page (top)

The IMPACT EdTech online community has its own Spaces and Collections.

A “Space” is a section where information related to a specific topic is posted. IMPACT EdTech decided to create the following “Spaces” that address its needs:

“IMPACT EdTech 3rd Open Call Q&A” & “IMPACT EdTech Remote Schooling Q&A”: public spaces dedicated to questions from potential applicants and answers from the IMPACT EdTech team.

- “IMPACT EdTech News and Events”: public space dedicated to the latest news and events from the project.
- Digital Learning Stakeholder Group: private space (only accessible for invited members) which allows communications and file sharing between the members of the IMPACT EdTech DLSG.

Community Spaces

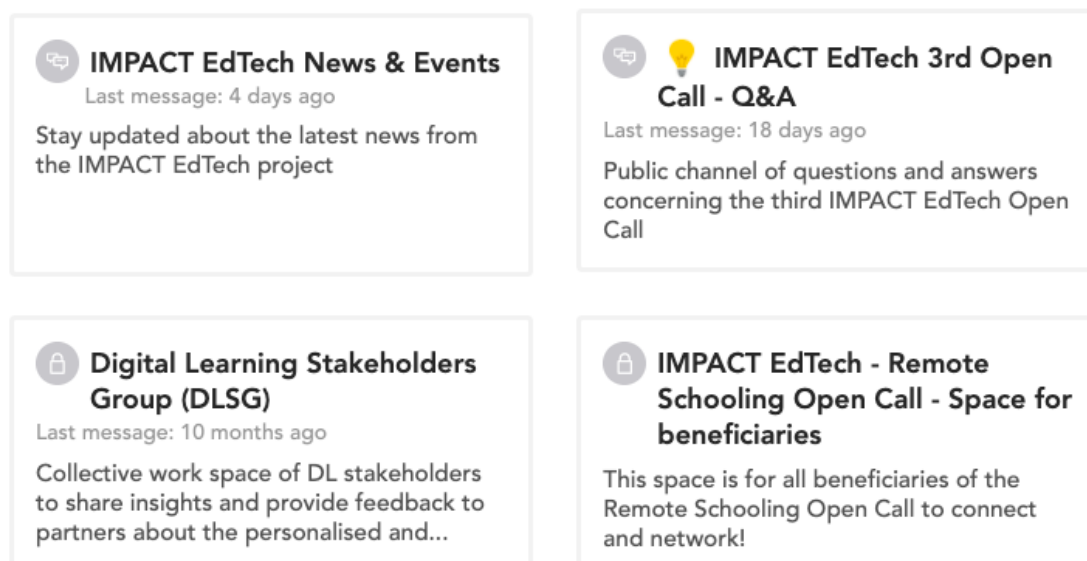


Figure 31: Screenshot of IMPACT EdTech Community landing page (categories)

A “Collection” is a repository where specific information that is published on the Spaces can be stored and retrieved. The IMPACT EdTech Community has the following ones:

- Articles
- Events

A Community directory is also available. It includes a directory to access all members of the community is available. There is the possibility to highlight certain profiles, for example, of the members of the consortium.

- One-to-one chat: Text conversations can be started in private by community members.
- One-to-many chat: Private groups / spaces can be created to communicate about a topic of interest.
- One-to-one and one-to-many video-calls: The latest release of the platform included this feature in order to make video calls directly on the platform.

10.3 Social media

10.3.1 Owned social media

During the RSOC, the number of posts sent through the IMPACT EdTech social media owned channels, using the main accounts (Twitter, Facebook and LinkedIn) were **62 organic posts**. We achieved **over 1,800 clicks, likes and shares** of our posts and **over 430,000 impressions**.

The table below illustrates the number of posts shared through the IMPACT EdTech channels and the impact of each of them:

Table 7: Actions taken and results obtained on IMPACT EdTech's social media channels during RSOC

Item	By channel	Individual result (organic)	Total
Number of posts on IMPACT EdTech's accounts during 'Remote Schooling' Open Call	Twitter	26	62
	Facebook	14	
	LinkedIn	22	
Engagement (clicks, likes, shares, etc)	Twitter	878	1,885
	Facebook	187	
	LinkedIn	820	
Impressions	Twitter	403,300	432,030
	Facebook	17,346	
	LinkedIn	11,384	

The figure below is a screenshot of the analytics tool in the IMPACT EdTech Twitter account in which the data can be looked at and exported:

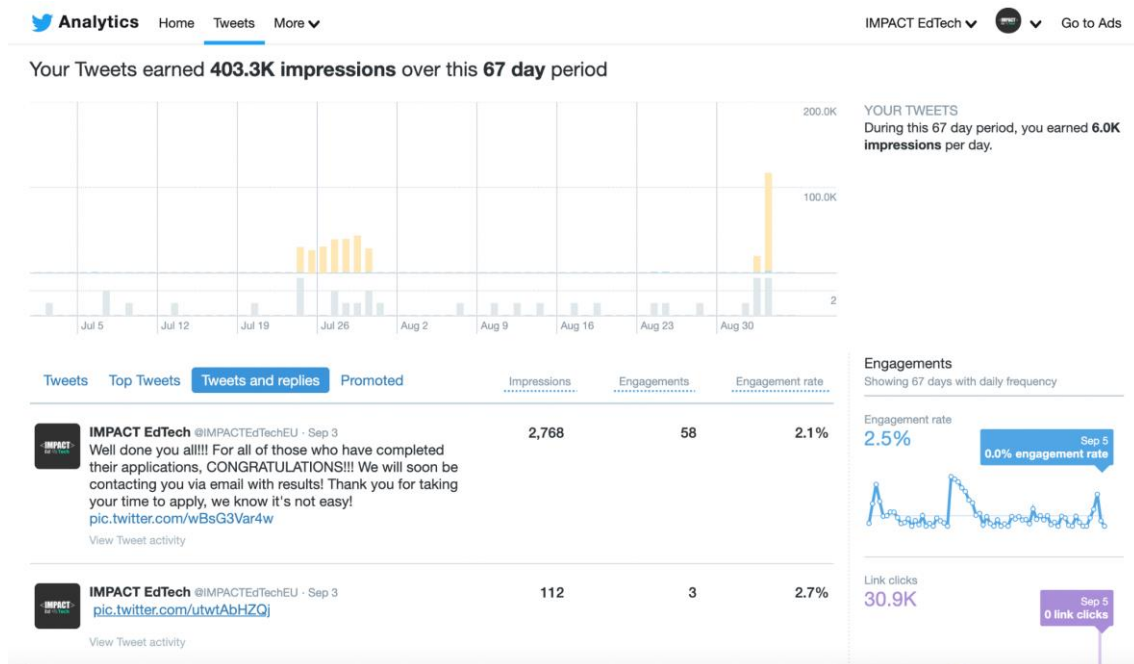


Figure 32: Overview of impressions on the IMPACT EdTech Twitter channel

10.3.2 Shared social media

Below are some examples of the social media posts that the IMPACT EdTech partners have shared during the 'Remote Schooling' open call:

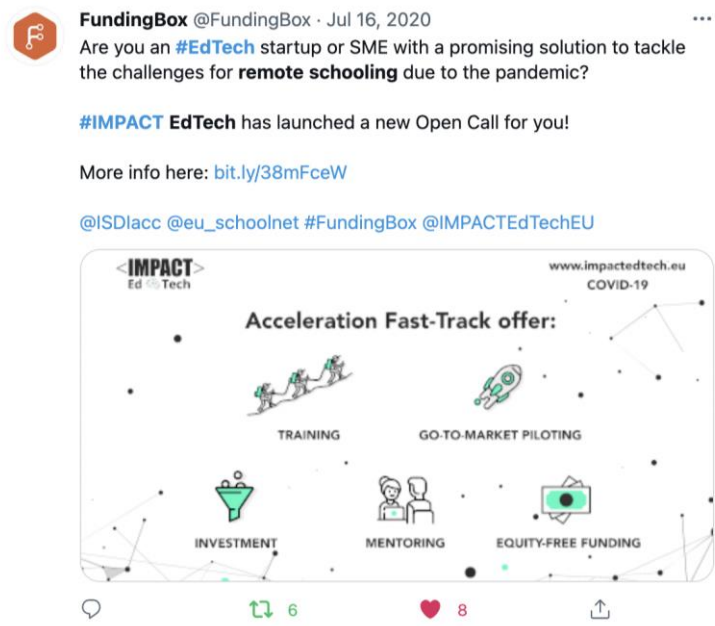


Figure 33: Example of a tweet shared by FundingBox about the benefits for start-ups



Figure 34: Example of a tweet from European Schoolnet about RSOC



Figure 35: Example of a Tweet from ISDI Accelerator inviting to a webinar during RSOC

In order to promote the Remote Schooling Open Call, European Schoolnet also published an article regarding the role of edtech in education with a

focus on gender inclusion that can be found here: [IMPACT EdTech: tackling gender inequality in education \(eun.org\)](https://eun.org/IMPACT-EdTech-tackling-gender-inequality-in-education).

Altogether, the partners had a significant impact in spreading word about the project on social media, as can be seen in the following tables.

Between the three partners, during **RSOC**, a total of **118 organic posts were created**, with a total **engagement of 2,954**, meaning the people that interacted with our posts and it reached over **149,000 impressions**.

Tables 9, 10 and 11 collect the number of posts that each partner has shared in their company channels and the impact per channel:

Table 8: Table of partners' engagement on LinkedIn. All figures are self-reported and may not include all relevant data

Partners LinkedIn use			
Partner Name	Posts	Impressions	Engagement
ISDI Accelerator	9	2,255	43
EUN	5	6,460	106
FBA	13	4,662	53
TOTAL	27	13,377	202

Table 9: Table of partners' engagement on Twitter. All figures are self-reported and may not include all relevant data

Partners Twitter use			
Partner Name	Posts	Impressions	Engagement
ISDI Accelerator	9	11,638	112
EUN	34	74,218	1,337
FBA	14	10,573	464
TOTAL	57	108,067	1,913

Table 10: Table of partners' engagement on Facebook. All figures are self-reported and may not include all relevant data

Partners Facebook use			
Partner Name	Posts	Impressions	Engagement
ISDI Accelerator	13	13,020	158

EUN	8	666	13,584
FBA	13	1,456	15
TOTAL	34	28,060	839

10.3.3 Paid social media

In **RSOC**, as we did in the First Open Call, we contracted the external company [MarketInhouse](#), to manage the day-to-day details of our campaigns, while we would manage the campaigns at a high level. The project consortium commenced working with them around the time of the Remote Schooling open call launch and ended the paid campaigns the last day of the open call.

The end goal of our campaigns was to acquire a “lead.” This means that a user clicked through the IMPACT EdTech site to the FundingBox application page, signed up to any of our online events (webinars, info session or info days) or followers were acquired to make our community bigger.

After two months of open call, the results we achieved as can be seen in the following table:

Table 11: Paid social media expenditure and results in RSOC

Channel	Expenditure	Conversions	Impressions	Clicks	CTR
Twitter	677.71€	3,302	370,135	30,736	8.3%
LinkedIn	497.32 €	8	12,468	117	0.9%
Facebook	487.84 €	10	100,898	1,121	1.11%
TOTAL	1,662.87 €	3,320	483,501	31,974	6.6%

In total, ISDI dedicated a budget of **2,117.98€ for paid media** for **RSOC**; 73,18% less than **OC1**. As **RSOC** was immediately after **OC1**, we took advantage of the residual impact investment during **OC1** and we have managed to achieve our followers goal for the whole project.

A revised summary of all expenditures can be seen below.

Table 12: Total expenditure in paid media including the agency fee

Channel	Expenditure
Twitter	677.71 €
LinkedIn	497.32 €
Facebook	487.84 €
Agency	455.11 €
TOTAL	2,117.98 €

In conclusion, paid social campaigns were a great driver of traffic to the IMPACT EdTech website.

During the **RSOC** period we achieved **more than 3,300 conversions** (followers, registered to Eventbrite and leads to the IMPACT EdTech website), nearly **half a million impressions**, and nearly **32,000 clicks on our links**.

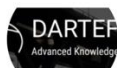
10.3.4 Earned social media

Earned media is defined as any publicity or media that is not generated by your company or agents of your company, but rather by organic methods via customers, social media fans, journalists or bloggers. Some examples of earned media are: Customer reviews and testimonials, mentions on any social media platforms. ([Source](#))

During the duration of the project, we have been featured in several sites (see **Annex 3**), we also had many “likes”, “re-tweets” and “reposts” on social media. We do not have a tool to recollect this versatile data, hence our approximations in this field.

The following is an example of a few of them:

If we had to choose between million in funding and IMPACT incubation / acceleration program, I think we'd choose IMPACT. Million in funding won't necessarily change the way YOU think. IMPACT does. And this is way more important.



DARTEF
Accelerated start-up



Figure 36: Testimonial carrousel of an accelerated start-up inserted on the IMPACT EdTech website



Figure 37: Blog post from a selected start-up for RSOC in their company website

10.4 Newsletter

IMPACT EdTech has grown a mailing list including mostly founders of start-ups and SMEs and other relevant stakeholders in the ecosystem. This group receives a newsletter when there is a milestone to announce, which in this specific case was at the beginning of the open call, containing information about new or ongoing IMPACT EdTech programmes, partners news, events and more. These emails also serve to foster two-way interaction with our community and bring “top of mind” awareness to the project.

During the ‘Remote Schooling’ open call, one newsletter was sent at the start of the open call to announce the launch of the call, and during those two months, we managed to obtain **87 new subscribers, having a total of 188 sign ups**.

Table 13: Data of the newsletter sent to announce RSOC to IMPACT EdTech subscribers

Date	Average Open Rate	Average Click Rate
28th July 2020	48%	20.5%

European Schoolnet has also disseminated information regarding the Remote Schooling Open Call through their two newsletters. They have two types of newsletters, each targeting different stakeholders:

- [Policy Newsletter](#): Its main audience is policy makers and national and international educational organisations. It has 3,238 subscribers.
- [Teachers Newsletter](#): Its main target audience is teachers, and it is used to share information regarding professional development opportunities, news or teaching materials, among others. It has 6,723 subscribers.

During the period of the Remote Schooling Open Call, European Schoolnet sent 4 newsletters (3 Policy newsletters and 1 Teachers newsletter) that contained news clips about the IMPACT EdTech project:

Table 14: List of newsletters send by European Schoolnet

Date	Average Open Rate	Average Click Rate
13 th May 2020 – Policy Newsletter	55.2% (=368)	19.9% (=128) clicks
4 th June 2020 – Policy Newsletter	50.6% (=396)	19.9% (=156) clicks
8 th December 2020 – Policy Newsletter	30.1% (=642)	6,8% (=145) clicks
15 th January 2021 – Teachers Newsletter	21.2% (=642)	3.2% (=177) clicks

ISDI also made use of their large database to send out newsletters and mass emails about the launch of the open call and reminders of the deadline, as well as inviting to the different online events happening around it.

During the period of **RSOC** ISDI Accelerator sent **3 newsletters**: one to the 3,600+ alumni students who have done a master's degree in ISDI, another one to the ISDI Accelerator list, with 444 subscribers and one to the IMPACT Accelerator list with 5,438 subscribers.

The following table highlights the date of the launch of each newsletter and the percentage of people who clicked on it and who opened it:

Table 15: List of newsletters and mass emailing sent by ISDI Accelerator

Date	Average Open Rate	Average Click Rate
30 th July 2020: X-ISDI Newsletter	N/A	N/A
29 th July 2020: ISDI Accelerator	35%	9.2%

29 th July 2020: IMPACT Accelerator	15%	2,6%
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NEWS

OPPORTUNITIES

OPEN CALLS

EXTRAORDINARY **IMPACT EDTECH OPEN CALL TO TACKLE CHALLENGES OF REMOTE LEARNING AND TEACHING DUE TO **COVID-19****

ISDI's European Funded program, **IMPACT EdTech** launches an extraordinary Open Call to support start-ups that solve remote learning and teaching challenges distributing €1.3M equity free funding. Up to **12 promising start-ups/SMEs** will receive up to **€110K equity-free funding** each to provide innovative solutions to be piloted in schools. The selected EdTech solutions will be fast-tracked to a **5-month acceleration program**, including regular **1:1 business and educational mentoring sessions** and other perks.

Call ends September 3rd.

APPLY NOW!

Figure 38: Example of Newsletter sent to the ISDI Accelerator subscribers list

10.5 Media and PR

During **RSOC**, two press releases were issued: one to announce the **launch of the 'Remote Schooling' Open Call** and another one to announce the **start-ups who were selected to participate in the incubation programme of OC1 and RSOC**. Since the selection happened during the

same period, we decided to merge the information to avoid doubling similar publications on a short time interval.

ISDI created a draft of the press release and shared this with the project partners, who then shared the news within their own ecosystems and PR Agencies. The press release was translated into English and Spanish.

The list of media appearances is listed in **Annex 3** of this report. From the data we recollected, our **press releases were published in at least 35 platforms, 9 of them having a European level of dissemination and 28 at a local level of dissemination.**

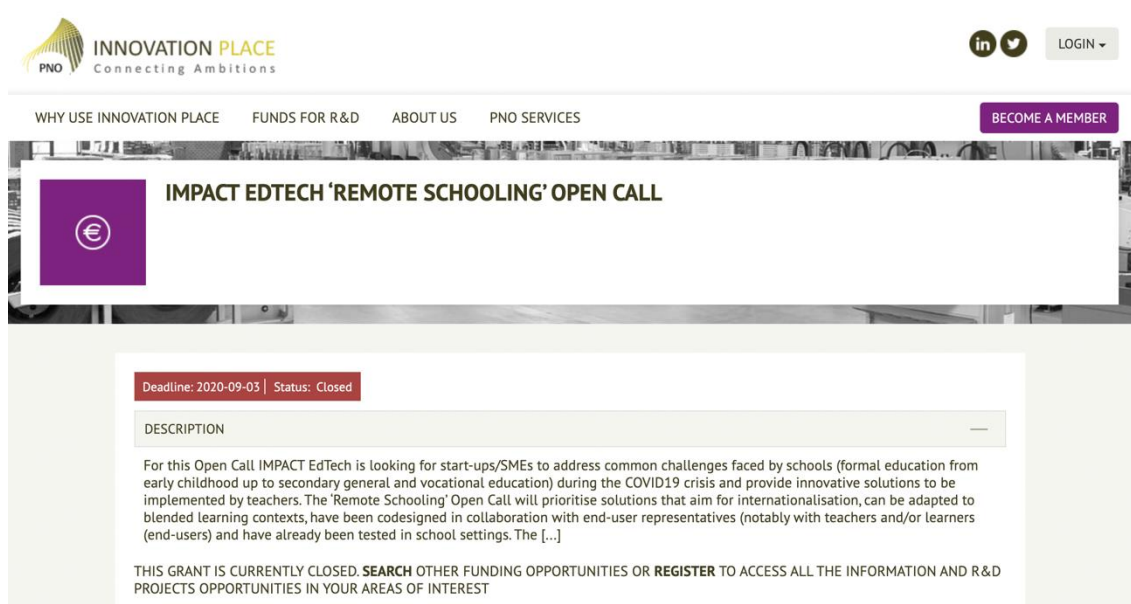


Figure 39: Publication of the RSOC launch Innovationplace.eu

10.6 Events

Events are a key asset to attract relevant start-ups and SMEs to apply to the open call and to explain in depth what the programme is about. During the RSOC, IMPACT EdTech partners organized three online events with a total of **390 registered participants and 175 attendees.**

The following table is a list of the events held during the **RSOC** period:

Table 16: Registration and attendance of all events organised by IMPACT EdTech Partners

InfoDay/Webinar	Host	Date	Registered	Attendees
-----------------	------	------	------------	-----------

Webinar 1	FBA	28 July 202	84	33
InfoDay: What's next for school education?	EUN	30 July 2020	247	112
Webinar 2	FBA	25 August 2020	59	30
Total – 3 events			390	175

10.7 The Ecosystem

[European Schoolnet](#) is a network of 34 Ministries of Education working on innovation, STEM, professional development, school networking, and digital citizenship. In this context, they carry out a wide arrange of projects funded by the European Institutions and private and public partners. Many of these projects, working on EdTech related topics, have served as catalysers for the IMPACT EdTech project. They have strongly supported our dissemination activities by sharing news and articles in their Newsletters and websites or publishing and re-posting on their social media channels.

The main European Schoolnet projects that have supported our activities are:

- [The Future Classroom Lab](#): Created by European Schoolnet, the Future Classroom Lab (FCL) is an inspirational learning environment in Brussels, challenging visitors to rethink the role of pedagogy, technology and design in their classrooms. Through six learning zones, visitors can explore the essential elements in delivering 21st century learning: students' and teachers' skills and roles, learning styles, learning environment design, current and emerging technology, and societal trends affecting education.

Table 17: Actions in social media by an IMPACT Ed Tech ecosystem multiplier

Item	By channel	Individual result (organic)	Total
	Twitter	18	

Number of posts and re-posts on FCL accounts during 'Remote Schooling' open call	Facebook	7	25
Number of news clips	Newsletters	2	4
	Articles	2	

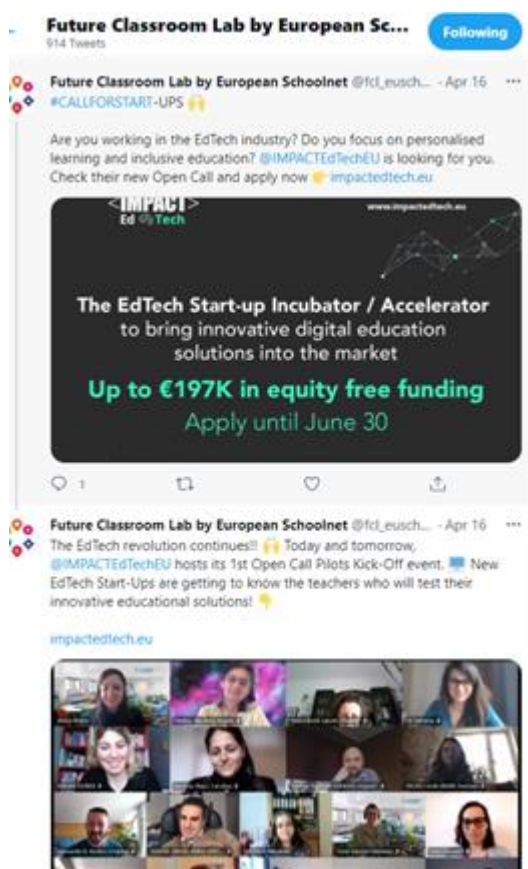


Figure 40: Tweet activity of a key ecosystem partner

- [Scientix](#): It is a project that promotes and supports a Europe-wide collaboration among STEM (science, technology, engineering and maths) teachers, education researchers, policymakers and other STEM education professionals. In its first stage (2009-2012), the project built an online portal to collect and present European STEM

education projects and their results, and organised several teacher workshops. The main networking event was the Scientix conference, held in May 2011 in Brussels.

The goal of the second phase of the Scientix project (2013 – 2015) was to expand this community to the national level. Through a network of National Contact Points (NCPs), Scientix reached out to national teacher communities, and contributed to the development of national strategies for wider uptake of inquiry-based and other innovative approaches to science and maths education.



Figure 41: Article shared on the Scientix website about IMPACT EdTech

Table 18: Number of posts and communication action done by Scientix, key ecosystem partner for the IMPACT EdTech project

Item	By channel	Individual result (organic)	Total
Number of posts and re-posts on Scientix accounts during 'Remote Schooling' open call	Twitter	15	23
	Facebook	8	

Number of news clips	Newsletters	1	2
	Articles	1	

Moreover, in its efforts to disseminate the Remote Schooling Open Call, **EUN** shared with its network of Ministries of Education and other relevant stakeholders, a promo pack containing all the information regarding this call's performance and results and the events organised.

10.8 Communications Toolkit

As explained above in **section 9**, for each open call, a communications toolkit is designed to help consortium partners and dissemination partners spread the word in the most effective way, making it as easy as possible for anyone to copy and paste information, and with many links to like, share, retweet and repost.

For the **RSOC**, the toolkit has the following sections:

- Background of the IMPACT EdTech project and explanation of the extraordinary 'Remote Schooling' open call
- Benefits for start-ups and SMEs, including funding, perks, acceleration services, pilot programme, etc
- Ready-made posts for social media
- Newsletter/ email text
- Press release
- Banners

Each consortium partner can re-do certain parts to fit the needs of their different audiences, but the overall message is the announcement of the open call.

Twitter:

#

The [#COVID19](#) crisis has had an unprecedented impact on the organisation of schools in Europe, as the majority of countries have implemented closures. Apply in our new fast-tracked open call if your [#edtech #startup](#) offers a relevant solution 📩 <https://www.impactdtech.eu/impact-edtech/remote-schooling/>

#

Our Remote Schooling open call aims to support [#startups](#) in bringing their remote learning solutions to the market, offering access to an acceleration programme, equity-free funding of up to €110k & test their solutions with teachers. 📩 <https://www.impactdtech.eu/impact-edtech/remote-schooling/>

#

If your [#edtech #startup](#) tackles pedagogical continuity of educational activities during remote & blended learning contexts, apply by 03.09 in our new Remote Schooling Open Call and get a chance to participate in a 5-months acceleration programme 📩 <https://www.impactdtech.eu/impact-edtech/remote-schooling/>

#

.@IMPACTEdTechEU is looking for [#edtech #startups](#) & [#SMEs](#) to address some of the most pressing challenges faced by schools during the [#COVID19](#) crisis: pedagogical continuity, inclusive education, personalised learning & development of digital skills. More info here 📩 <https://www.impactdtech.eu/impact-edtech/remote-schooling/>

#

If your [#edtech #startup](#) or [#SME](#) has already been tested in operational environments (TRL7 to TRL9), allowing a fast implementation in schools, then apply in the new open call & receive up to €110,000 + mentoring and acceleration services. More info here 📩 <https://www.impactdtech.eu/impact-edtech/remote-schooling/>

Figure 42: Screenshot of the Communications toolkit, specifically the section with the suggested tweets

11. Results Third Open Call (OC3)

The third open call kicked off on 6 April 2021 and ran until 30 June 2021.

The primary goal of the open call was to achieve 300 started applications and 105 submitted applications. We ultimately achieved **733 started applications and 278 submitted applications**, of which were **235 eligible start-ups and SMEs**.

Focusing on the most important KPI, which is the number of submitted applications, we managed to achieve **264.76% above our objective**, which we consider a key achievement.

This success is due in large part to the online dissemination actions led by all consortium partners.

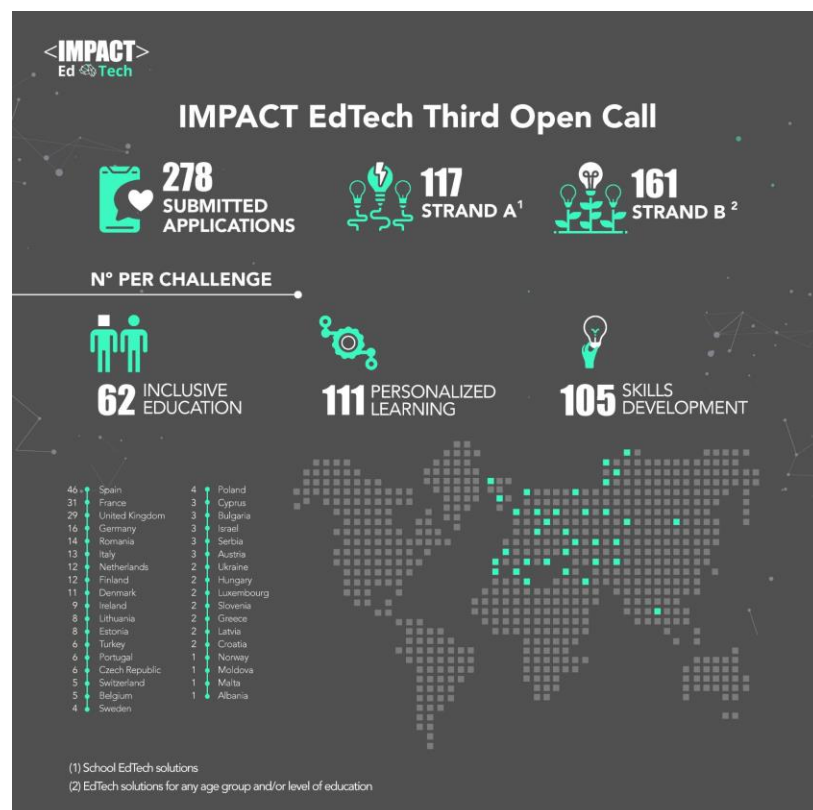


Figure 43: Overview of the results of the OC3 represented in a data visualization banner

11.1 Website

As explained in this document before, the website is designed to attract many interested and relevant users. Traffic to the website reached **more than 400 visitors per month during peak times**. This a positive result as these visitors were also inclined to join **IMPACT EdTech community and apply via the application form**.

The total number of sessions on the impactedtech.eu website during the period of **April 5th 2021 to July 1st 2021 was 35,539 page views**. There were **14,535 unique users** who visited the site, of which **14,293 were new users**. The average session duration was **01:19 minutes with an average of 1.65 pages per visit**. The details are presented in the table below:

Table 19: Results IMPACT EdTech website during the OC3 period

KPI measured (impactedtech.eu)	Result (April 5 th – July 1 st)
Sessions	21,601
Unique Users	14,535
New Users	14,293
Page Views	35,539
N° of session per user	1.49
Average session duration	00:01:19
Pages/session per visit	1.65

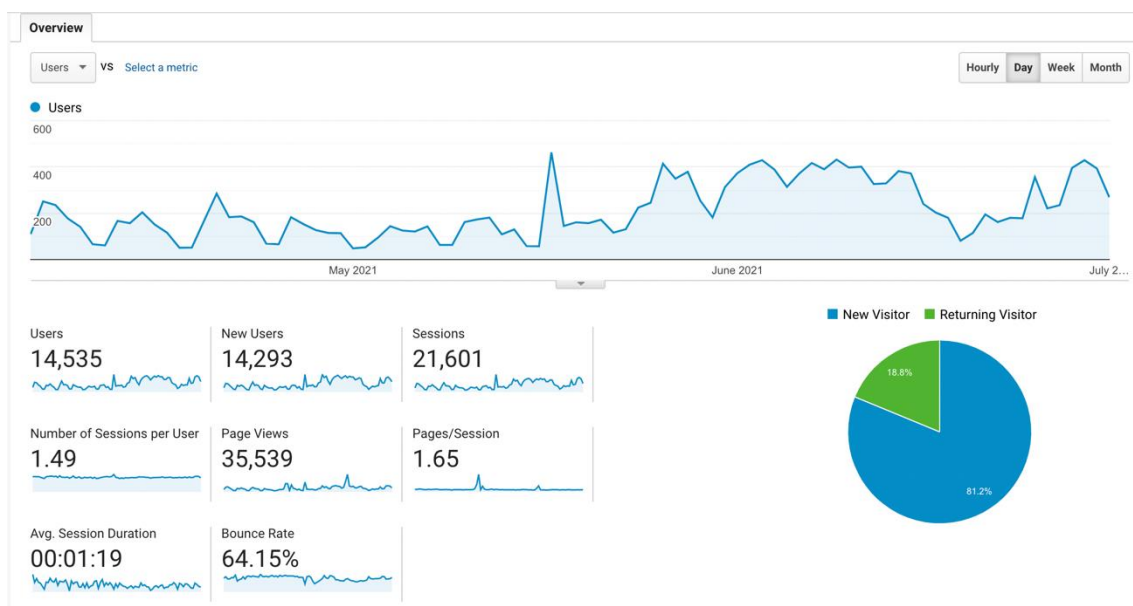


Figure 44: Users on the website broken down by day

The ratio between visitors coming from those different sources, as described, is the following:

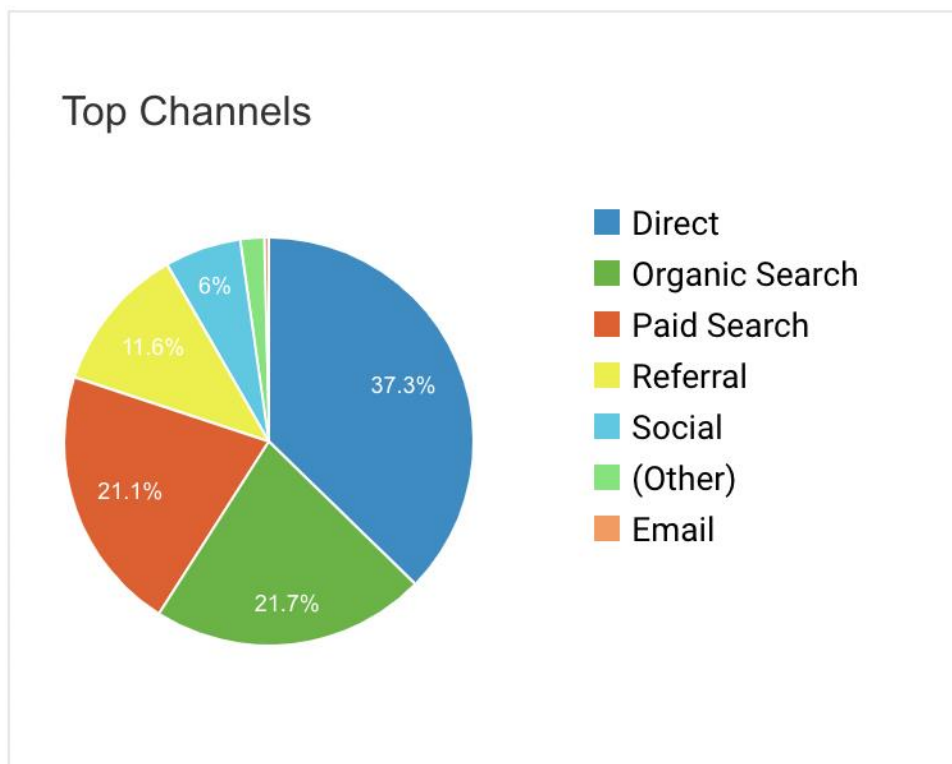


Figure 45: Breakdown of the different sources that the IMPACT Edtech received visits






















	Acquisition			Behaviour		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages/Sessi... ↓	Avg. Session Duration ↓
	14,535	14,293	21,601	64.15%	1.65	00:01:19
1  Direct	5,722			50.49%		
2  Organic Search	3,327			63.60%		
3  Paid Search	3,233			88.38%		
4  Referral	1,781			58.17%		
5  Social	925			75.31%		
6  (Other)	291			89.97%		
7  Email	55			46.88%		

Figure 46: Breakdown by user who visited the website during OC3

At third of visitors, **37.3%, represent direct traffic**, meaning that users navigated directly to the IMPACT EdTech website. They were most probable redirected following our communications on media, branding, name recognition and online events.

Organic traffic is any traffic that comes to the site from a search engine, but that isn't paid for. Any organic traffic is a result of your inbound marketing and SEO efforts, representing the **21.7%** of the visitors; the user is not sure what they are looking for (some key words could probably be; public finding, edtech start-ups, etc) and they stumble across our website, as we are well positioned in the edtech-funding-start-up sector.

Thanks to Facebook, Twitter, LinkedIn and Google Display advertising it brought more traffic to the website. Therefore, the strategy is always evolving, also relying on Search Engine Marketing and display advertising.

Our efforts in **paid search brought 21.1% of visitors to the website.**

The **average of referrals represents 11.6% of the traffic**, which comes to the website from any other website that is not a social media platform or a

search engine. Someone clicking over from a backlink on another blog would be considered referral traffic.

6% of the traffic comes from **social media** and the rest of IMPACT EdTech's traffic, representing **2.5% came from email and other sources**.

A further breakdown of number of visitors from the top ten countries can be seen in the following figures. Geographically, the primary sources of traffic are Spain, Italy, France, United Kingdom and United States, very tied to Germany.

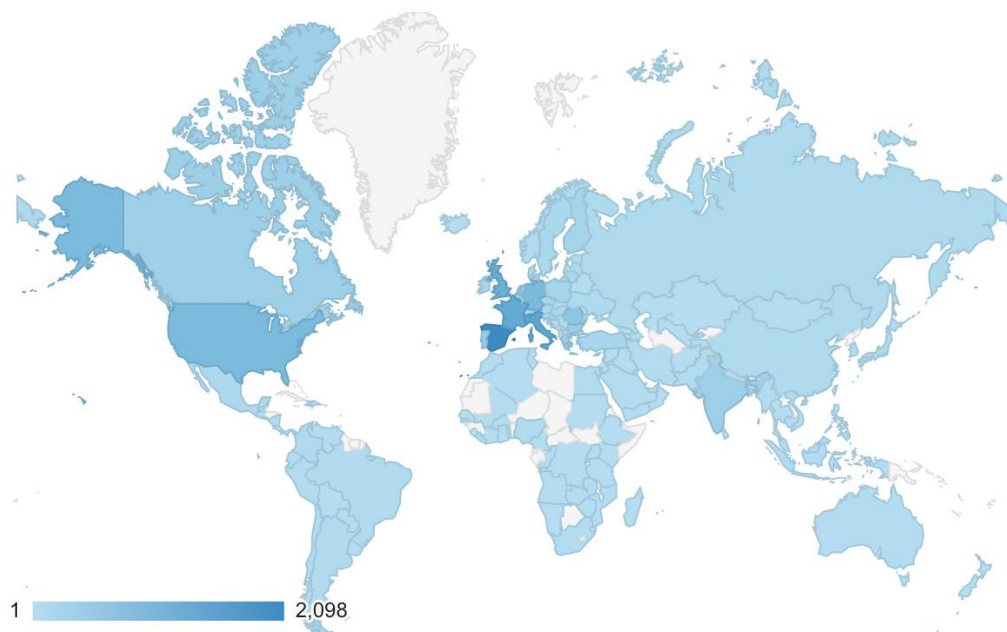


Figure 47: Overview of the geolocation of visitors to the IMPACT EdTech website




Country ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	14,535 % of Total: 100.00% (14,535)	14,295 % of Total: 100.01% (14,293)	21,601 % of Total: 100.00% (21,601)
1.  Spain	2,098 (14.16%)	1,996 (13.96%)	3,516 (16.28%)
2.  Italy	1,366 (9.22%)	1,344 (9.40%)	1,935 (8.96%)
3.  France	1,283 (8.66%)	1,263 (8.84%)	1,882 (8.71%)
4.  United Kingdom	1,149 (7.76%)	1,120 (7.83%)	1,607 (7.44%)
5.  United States	881 (5.95%)	859 (6.01%)	925 (4.28%)
6.  Germany	872 (5.89%)	846 (5.92%)	1,190 (5.51%)
7.  Romania	553 (3.73%)	536 (3.75%)	795 (3.68%)
8.  Netherlands	467 (3.15%)	457 (3.20%)	667 (3.09%)
9.  Bulgaria	393 (2.65%)	387 (2.71%)	539 (2.50%)
10.  Portugal	375 (2.53%)	363 (2.54%)	511 (2.37%)

Figure 48: Top ten countries who visited the IPMACT EdTech website

As for design, the OC3 website is design is designed in a similar style as the First Open Call, as shown in the figure below.



Figure 49: Example of banner used in the header of the IMPACT Edtech website

11.2 FundingBox Platform

11.2.1 Platform statistics

Starting from 2021, FundingBox began to track performance of each community. Below are the IMPACT EdTech Community main analytics, combined data throughout the period of the **OC3**:

Table 20: IMPACT EdTech community main analytics in the FundingBox platform

Feature	Value*
Total members	312
Total posts (messages)	237
Total comments	370
Total reactions	110

11.2.2 Community growth

The community is experiencing a **healthy growth rate of 42% in the first 6 months of 2021** (the average growth rate per month is 7%). As of June 1st

2021, we have already overachieved our **KPI** of members **tripling the number of participants into the community**. Our members are also active, with engagement rate **exceeding 0.33%** which, in comparison to other communities on the platform, is considered as high. The most active space is Q&A which proves the engagement of the community as a space of dialogue and information exchange within members.

11.3 Social media

This section will present a breakdown of all social media actions and their results.

11.3.1 Owned media

The following table collects all the organic social media posts coming from the IMPACT EdTech accounts and the impact of each of them.

Table 21: Organic Posts, engagement and impressions of the IMPACT EdTech social media channels during OC3

KPI	By channel	Individual result (organic)	Total
Number of posts on IMPACT EdTech's accounts during OC3	Twitter	43	109
	Facebook	22	
	LinkedIn	44	
Engagement (clicks, likes, shares, etc)	Twitter	12,166	19,922
	Facebook	4,038	
	LinkedIn	1,718	
Impressions	Twitter	937,800	1,119,421
	Facebook	67,533	
	LinkedIn	114,088	

The following figures are screenshots of the different analytics tools of each social media channel, where the owner of the profile can extract the data and compile it in a document:

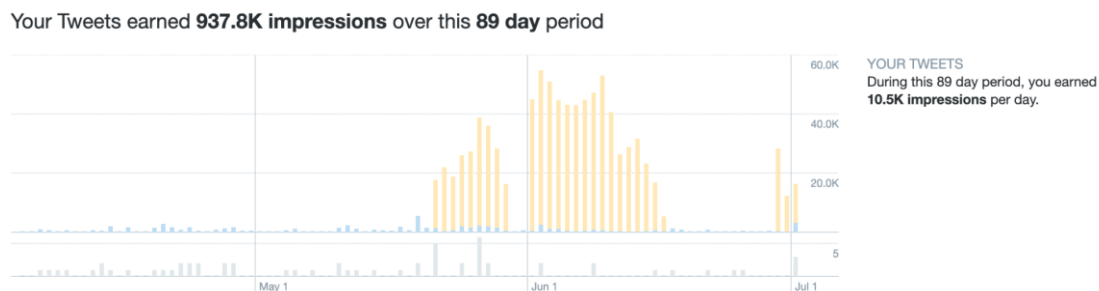


Figure 50: Overview of impressions on the IMPACT EdTech Twitter channel during the OC3 period

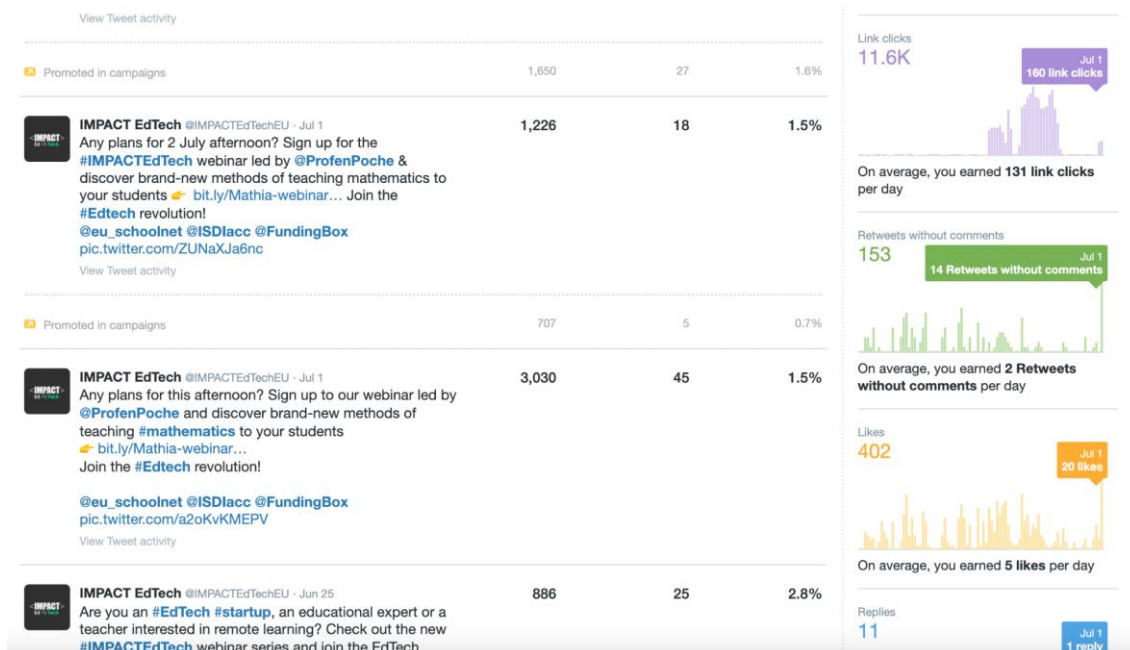


Figure 51: Extract of the Twitter analytics tool in the IMPACT EdTech OC3 period

Update engagement ⓘ		Time range: Apr 3, 2021 - Jun 30, 2021 ▾		Show: 20 ▾						
Update title	Posted by	Created	Impressions	Views	Clicks	CTR	Reactions	Comments	Shares	For
https://www.linkedin.com/feed/update/urn:li:activity:6815532542742032384 All followers Boost unavailable ⓘ	Alex Carras...	6/29/2021	233	-	13	5.58%	3	0	0	
IMPACT EdTech wrap-up Webinar series Manage ad	Alex Carras...	6/28/2021	636	-	9	1.42%	0	0	0	
IMPACT EdTech wrap-up Webinar series Manage ad	Alex Carras...	6/25/2021	1,415	-	34	2.4%	16	0	1	
IMPACT EdTech Info Session Success Stories All followers Boost	Alex Carras...	6/10/2021	374	-	11	2.94%	10	1	2	
TOMORROW Join us in our last #IMPACTEdTech #webinar before we... All followers Boost	Alex Carras...	6/8/2021	436	-	32	7.34%	4	4	5	
IMPACT EdTech Info Session Success Stories All followers Boost	Alex Carras...	6/2/2021	621	-	16	2.58%	6	4	0	
Read about our "Best-in-Class" All followers Boost unavailable ⓘ	Alex Carras...	6/1/2021	161	-	1	0.62%	2	0	0	
IMPACT EdTech Info Session Success Stories Manage ad	Alex Carras...	5/27/2021	1,820	-	18	0.99%	1	0	2	

Figure 52: Extract of the LinkedIn Analytics tool of the activity held during the OC3 period

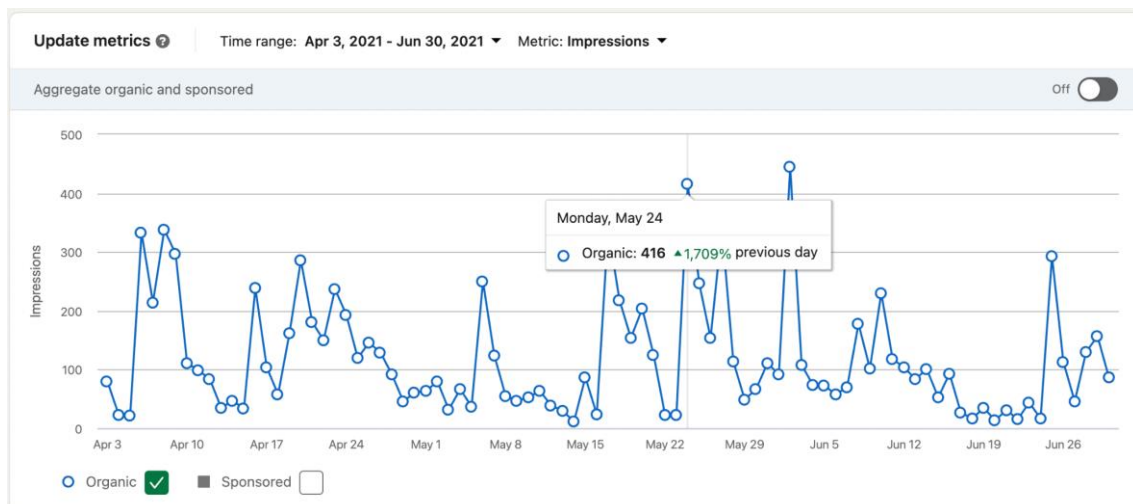


Figure 53: Overview of organic impressions on the IMPACT EdTech LinkedIn channel during the OC3 period



Figure 54: Extract of the Facebook Analytics tool of the activity held during the OC3 period

Página	Personas alca...	Interacción	Clics en enlaces	Comentarios	Veces compar...	Reacciones
 IMPACT EdTech Empresa de tecnología de la información	67 533	2297	1544	–	45	152

Figure 55: Overview of impressions on the IMPACT EdTech Facebook channel during the OC3 period

11.3.2 Shared media

Altogether, the partners had a significant impact in spreading the project on social media, as can be seen in the following tables.

A total of **55 organic posts were shared** during **OC3**, engaging with **1,317 users** and reaching **62,797 impressions**.

Tables 23, 24 and 25 include the number of posts each partner shared in their company's social media channels and the impact of the posts per channel:

Table 22: Table of partners' engagement on LinkedIn. All figures are self-reported and may not include all relevant data

Partners LinkedIn use			
Partner Name	Posts	Impressions	Engagement

ISDI Acc	8	1,239	57
EUN	3	2,433	56
FBA	7	2,020	34
TOTAL	18	5,692	147

Table 23: Table of partners' engagement on Twitter. All figures are self-reported and may not include all relevant data

Partners Twitter use			
Partner Name	Posts	Impressions	Engagement
ISDI Acc	17	19,152	211
EUN	12	32,587	873
FBA	5	2,716	34
TOTAL	34	54,455	1,118

Table 24: Table of partners' engagement on Facebook. All figures are self-reported and may not include all relevant data

Partners Facebook use			
Partner Name	Posts	Impressions	Engagement
EUN	2	1,817	41
FBA	1	833	11
TOTAL	3	2,650	52

As mentioned before, [European Schoolnet](#), as part of the IMPACT EdTech consortium, has always strongly supported the dissemination of activities and results of the project through its social media channels.

In order to promote **OC3**, they have published two articles which can be found below:

[IMPACT EdTech announces 25 selected start-ups and SMEs \(eun.org\)](#)

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	529 % of Total: 0.16% (335,947)	477 % of Total: 0.16% (271,340)	00:02:35 Avg for View: 00:01:26 (80.88%)	324 % of Total: 0.20% (164,725)	85.49% Avg for View: 67.90% (25.91%)	69.38% Avg for View: 49.03% (41.49%)	\$0.29 % of Total: 60.58% (\$0.48)
IMPACT EdTech announces 25 selected start-ups and SMEs	192 (36.29%)	178 (37.32%)	00:02:32	91 (28.09%)	87.91%	62.50%	\$0.39 (133.99%)

Figure 56: Data of the results on European Schoolnet's page of the publication announcing the selected start-ups

[European SME's and start-ups revolutionising the educational sector \(eun.org\)](https://eun.org/)



European SME's and start-ups revolutionising the educational sector



The COVID-19 pandemic has demonstrated that crises do not impact everyone and every sector in the same way. According to the OECD, "SMEs (small and medium-sized enterprises) have often been more affected than large firms by the COVID-19 crisis". However, despite their losses, they have shown us once more how important their role is in strengthening the global economy and supporting other sectors.

At EU level, SMEs represent 99% of all businesses in the EU, thus being the backbone of Europe's economy. They bring innovative solutions to challenges like climate change and help transforming different fields like health or education. Therefore, they are key in achieving the green and digital transitions.

SMEs, start-ups and the educational sector: united for a better future

In this context, yesterday, 27th of June marked the International Micro, Small and Medium-sized Enterprises Day and we would like to congratulate all the SMEs and entrepreneurs for their efforts during these hard times, especially the ones that did not cease to help tackle the challenges that the education sector faced during the last year and a half. Due to schools' closure, the entire education community had to adapt quickly and efficiently to the new normality: emergency remote and blended learning, online classes, new digital skills acquisition, and much more. Teachers faced the demanding task of keeping students interested and engaged, despite the fact that they were now interacting on a new and completely digital learning environment. In this context, the many solutions developed by EdTech SMEs and start-ups are key to bridge the gap of remote learning.

During these past 16 months, we have seen that the link between new technologies and education is more important than ever and that innovation in this matter needs to be fostered and encouraged. In this regard, European Schoolnet has been supporting EdTech start-ups and SMEs, together with its partners ES2I and FundingBox, through the IMPACT EdTech programme.

Creating connection between new technologies and education: European Schoolnet's support

The IMPACT EdTech project is a pan-European programme designed for EdTech start-ups and SMEs to remove barriers to education and enhance learning experiences in a new era of human-centred digital education. Its goal is to support, through a hybrid incubator-accelerator, promising start-ups and SMEs working in inclusive education, personalised learning and skills development to progress their prototypes towards more viable products.

Those of these start-ups undertook a pilot phase in different schools across Europe, in order to test their solutions and discover how they can better tackle the various challenges that education currently faces. In this context, the project is organising a series of three public webinars on 2nd and 26th of July where the start-ups, their educational mentors and their pilot teachers will discuss the benefits of using these innovative solutions in transforming the digital learning sector.

The three public webinars will be led by the promising EdTech disruptors: Kivra, Mathia and Andie Advisor. They have developed groundbreaking solutions such as: a multi-sensory personalised educational gaming platform that focuses the whole child development, an app that revolutionises mathematics lessons and a chatbot that starts conversations with students to evaluate their needs for support. All of them are ready to use resources and tools that are already helping the education sector reinvent itself. If you wish to know more about how IMPACT EdTech is celebrating the efforts of European start-ups and SMEs, do not hesitate to [sign up to their webinars](#).

Finally, we would like to reinforce our commitment in promoting synergies between the educational sector and SMEs, and we will do so by carrying out projects such as IMPACT EdTech. We are proud of the joint efforts made to overcome this crisis, so let's celebrate their work, and their resilience!

[Back](#)

Figure 57: Article posted by European Schoolnet during the OC3 period

11.3.3 Paid media

In **OC3**, as we did in **RSOC** and **OC1**, we contracted with the same external company [MarketInhouse](#), to manage the day-to-day details of our campaigns, while we would manage the campaigns at a high level. We kicked off at the beginning of the **OC3** launch, and we ended our paid campaigns a few days after the end of open call.

For the first time, in this open call, we introduced **Google Display**, to make sure we could reach a broader audience, focusing on the less represented countries. As you can see in **table 26**, it is the channel that brought more impressions very tied with Twitter, the most effective regarding clicks and second best after Twitter in conversion.

We also maintained a followers' campaign, to help boost the followers of all the different accounts.

After three months of open call, the results were as can be seen in the following table:

Table 25: Paid media expenditure and results

Channel	Expenditure	Conversions	Impressions	Clicks	CTR
Twitter	883.95 €	327	847,474	13,532	1.60%
LinkedIn	712.14 €	2	39,288	263	0.67%
Facebook	229.09 €	47	189,544	1,935	1.02%
Google	1417,55 €	231	931,898	5,391	0,58%
TOTAL	3242,73 €	607	2,008,204	21,121	1,05%

In total, ISDI dedicated a budget of **6,032.75€ for paid media** for **OC3**; we managed to reach over **2 million impressions**, in other words, how many times users viewed and engaged in content published by IMPACT EdTech. Also, the content shared from the IMPACT EdTech accounts reached over **21,000 clicks** and we measured the conversion of user entering the website

and clicking on the “Apply now” button, directly traffic to the application form in the FundingBox page. Thanks to the investment in paid media, **607 individuals clicked on the “Apply now” button** in the IMPACT EdTech website.

A revised summary of all expenditures can be seen below:

Table 26: Total expenditure in paid campaign including the agency fee

Channel	Expenditure
Twitter	883.95 €
LinkedIn	712.14 €
Facebook	229.09 €
Google	1417,55 €
Agency	482.42 €
TOTAL	6,032.75

11.3.4 Earned media

As explained at the beginning of this document, during the whole duration of the project, we have been featured in several sites, and counted many “likes”, “re-tweets” and “reposts”.

The following figures show a sample of earned media. These publications mention IMPACT EdTech as one of the most important EdTech hubs in Europe and worldwide:

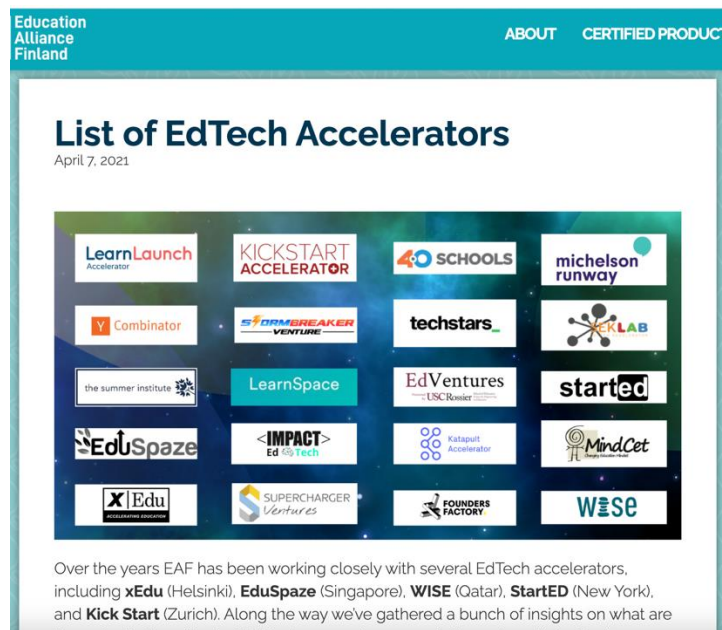


Figure 58: IMPACT EdTech listed as one of the best EdTech Accelerators worldwide



Figure 59: IMPACT EdTech mentioned by Clique.ai as one of the 10 most inspiring education tech ecosystems across the globe

11.4 Newsletter

During this **OC3**, as special action to grow the number of subscribers, a pop up was included on the website, to capture leads to apply to the open call. By

the end of the open call, we raised the number up to **492 subscribers**, the majority of which clicked on the pop-up on the website.

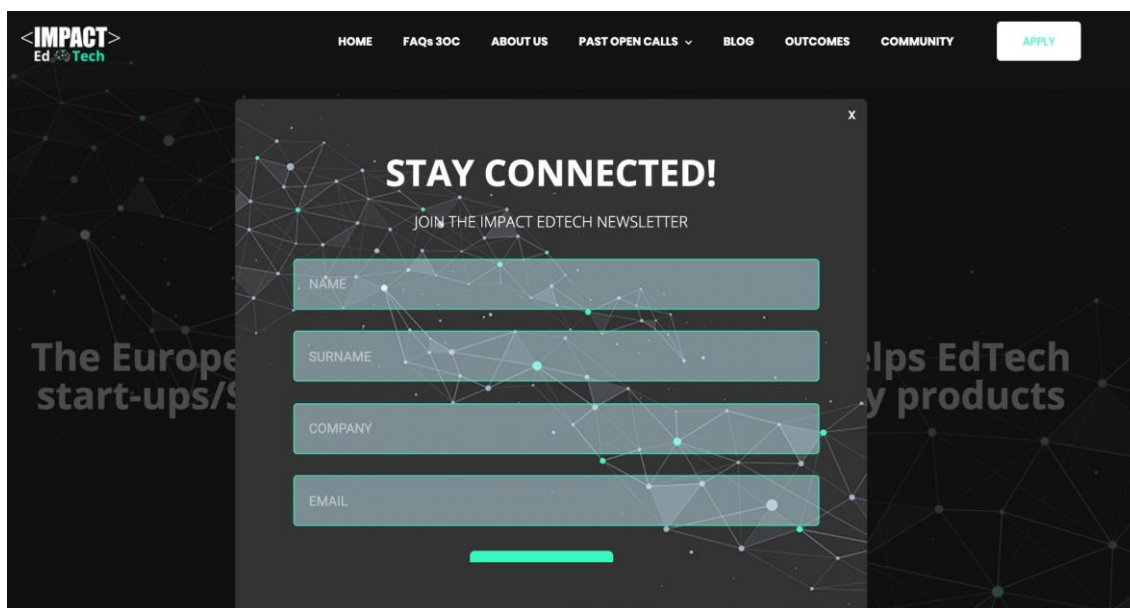


Figure 60: Pop-up announcement on the website to encourage visitors to sign up to the newsletter

In this last open call, a newsletter was sent every 20 days to announce the different events and activities happening during the open call period as well as reminders of the deadline to apply.

The following is a table of the newsletter sent out and the results of each of them:

Table 27: Average Open Rate and Click Rate of the newsletters sent out during the OC3

Date	Average Open Rate	Average Click Rate
7th April 2021	66.6%	27.3%
21st April 2021	54%	11.7%
11th May 2021	46.9%	4.6%
11 May 2021 (update)	48.5%	8%
31st May 2021	52.3%	12.8%
15th June 2021	51%	8%

During this third open call we took advantage of the growing community to send out more newsletters during the specific period. The newsletters covered various topics such as: informing about the number of weeks/days left to submit applications, invitation to our online events, which have a broader audience type, such as industry stakeholders, investors and others. An example of a newsletter sent to the IMPACT EdTech subscribers is presented below:

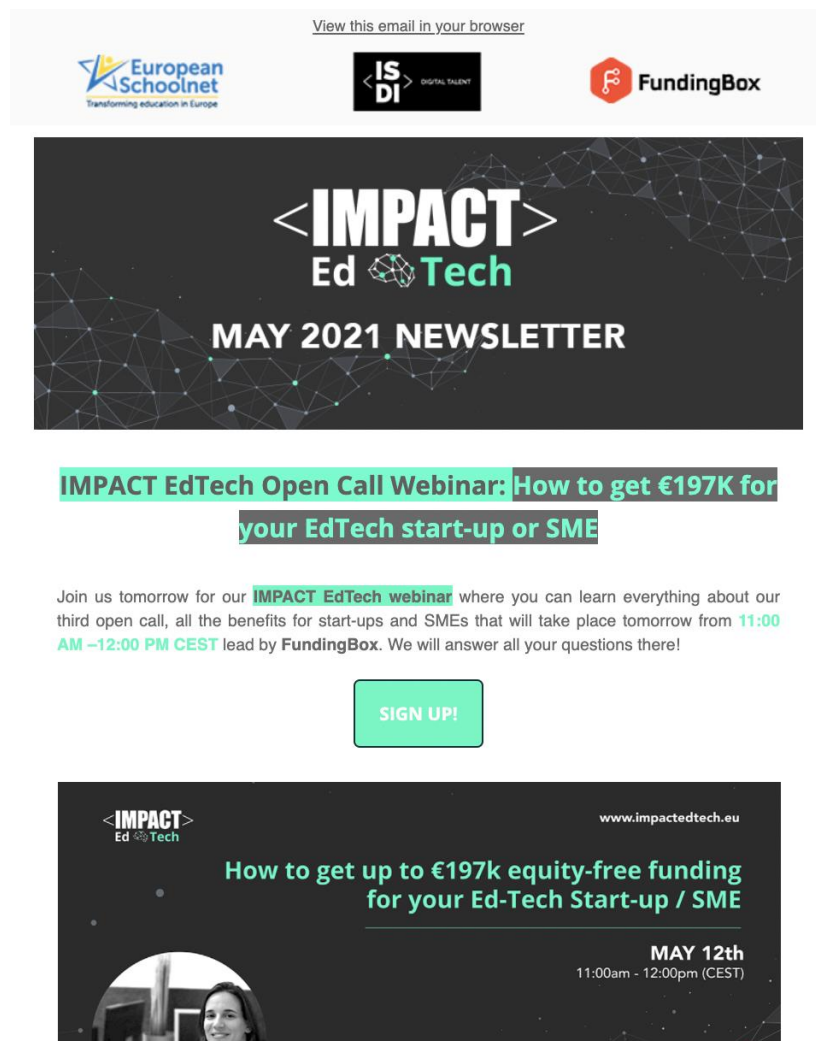


Figure 61: Example of a newsletter sent to the IMPACT EdTech subscribers

During OC3, European Schoolnet sent **5 newsletters** (4 Policy newsletters and 1 Teachers newsletter) that included news clips about the IMPACT EdTech project. ISDI sent out **7 newsletters** (1 to the ISDI Accelerator

subscribers list, 1 to the IMPACT Accelerator list, 4 to the alumni and students of ISDI Digital Talent and 1 to the SHOP4CF subscribers list).

A total of **12 newsletters** were sent to spread the word about the OC3:

Table 28: Average Open Rate and Click Rate of the newsletters sent by the partners during the OC3 period

Date	Partner	Average Open Rate	Average Click Rate
23 rd March 2021- ISDI Accelerator (pre-announcement OC3)	ISDI	35.5%	7.2%
23 rd March 2021- IMPACT Accelerator (pre-announcement OC3)	ISDI	30.8%	2.4%
30 th March 2021- X-ISDI (pre-announcement OC3)	ISDI	N/A	N/A
29 th April 2021 - X-ISDI (ISDI Students and alumni)	ISDI	N/A	N/A
18 th June 2021 (SHOP4CF)	ISDI	48.3%	13.3%
27 th May - X-ISDI (ISDI Students and alumni)	ISDI	N/A	N/A
29 th June - X-ISDI (ISDI Students and alumni)	ISDI	N/A	N/A
14 th July 2021 – Policy Newsletter	EUN	36.1%	4,9%
12 th April 2021- Policy Newsletter	EUN	36%	8,5%

7 th May 2021 – Policy Newsletter	EUN	35%	6,6%
7 th June 2021 – Policy Newsletter	EUN	34.2%	7%
14 th July 2021- Teachers Newsletter	EUN	16.8%	2%

11.5 Media

During **OC3**, a press release was issued to announce the **launch of the Third Open Call** and another one will be published in September 2021 to announce the **selected start-ups that will enter the first stage of incubation**.

ISDI created a first draft and then shared it with the partners to disseminate within their relevant ecosystems and PR Agencies. It was translated into English and Spanish.

The list of media appearances is listed in **Annex 3** of this report. The conclusion we draw is that our **press releases and our project was mentioned in at least 19 platforms**, 8 of them having a **European level** of dissemination and **11 local level of dissemination**.

elEconomista.es

Mercados y Cotizaciones Ibex 35 M.Continuo ESG Empresas Economía Tecnología EcoUrban Opinión Podcasts Últimas

Condiciones

Ecoaula

IMPACT EdTech financiará a 17 startups de EdTech con hasta 2,3 millones de euros en una tercera convocatoria

* La convocatoria permanecerá abierta hasta el 30 de junio



Ecoaula.es
Madrid • 7/04/2021 - 10:27

IMPACT EdTech, la incubadora-aceleradora europea que ayuda a startups de EdTech a transformar sus ideas en productos preparados para salir al mercado, lanza su tercera y última open call para seleccionar 17 prometedoras startups y PYMES de EdTech que financiará con hasta 197.388 € a fondo perdido junto con servicios de incubación-aceleración adaptados a sus necesidades.

AEROPUERTOS SEGUROS
Más de 100 medidas adoptadas
Certificación Airport Health Accreditation (AHA)
Infórmate antes de viajar en infocovidena.es

Anuncio
Ofrece a tus clientes más formas de pagar.
PayPal Commerce Platform.
Acepta más formas de pago, ofrece protección y mucho

Figure 62: Screenshot of the announcement of OC3 in one of the most important media publications in Spain

11.6 Events

Organizing events are one the most effective ways to create leads that will then convert into start-up and SMEs applications. During the **OC3**, **twenty events were organized**, about different topics related to the EdTech sector, in which **924 individuals registered** to these events, showing interest in our content, and **632 attended the events**.

The events referring to 'Remote Schooling' have been added in this table, as they were organized **during the OC3** period, and brought potential future applicants to attend.

Table 29: Breakdown of events organized during OC3 and the number of registered and attended individuals

Type of event	Host	Date	Registered	Attended
Webinar 1	FBA	14 th of April 2021	95	63
IMPACT EdTech Remote Schooling Pilots public webinar series – Blutick webinar	EUN	26 April 2021	50	35
IMPACT EdTech Remote Schooling Pilots public webinar series – 99 Math	EUN	26 April 2021	36	22
IMPACT EdTech Remote Schooling Pilots public webinar series – Bolster Academy	EUN	26 April 2021	41	27
IMPACT EdTech Remote Schooling Pilots public webinar series – Elias Robot	EUN	27 April 2021	22	15
IMPACT EdTech Remote Schooling Pilots public webinar series – Key2enable	EUN	27 April 2021	41	33
IMPACT EdTech Remote Schooling Pilots public webinar series – Labsland	EUN	27 April 2021	35	26
IMPACT EdTech Remote Schooling Pilots public webinar series – Notebloc	EUN	28 April 2021	44	36
IMPACT EdTech Remote Schooling Pilots public webinar series – Otto DIY	EUN	28 April 2021	43	30

IMPACT EdTech Remote Schooling Pilots public webinar series – Sutori	EUN	28 April 2021	28	20
IMPACT EdTech Remote Schooling Pilots public webinar series – The inventors	EUN	28 April 2021	37	25
Webinar 2	FBA	12 th of May 2021	52	26
InfoDay: Meet the Best-in-class start-ups	EUN	19 th of May 2021	48	30
InfoDay: Key advice to attract private funding as an EdTech start-up	FBA	26 th of May 2021	51	45
InfoDay: Success stories – Start-up roundtable	ISDI	2 nd of June 2021	32	15
Webinar 3	FBA	9 th of June 2021	110	84
InfoDay: Success stories – Start-up roundtable	ISDI	16 th of June 2021	64	40
IMPACT EdTech wrap-up public webinars - Kinems	EUN	2 nd of July 2021	44	26
IMPACT EdTech wrap-up public webinars - Mathia	EUN	2 nd of July 2021	23	16
IMPACT EdTech wrap-up public webinars – Annie Advisor	EUN	5 th of July 2021	28	18
TOTAL - 20 events			924	632

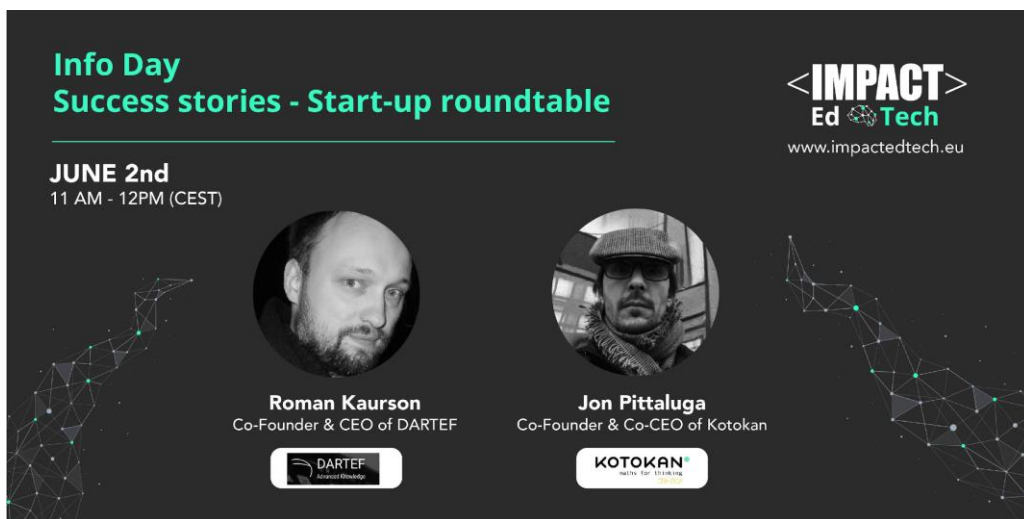


Figure 63: Banner used to invite interested startups and individuals to an Info Day

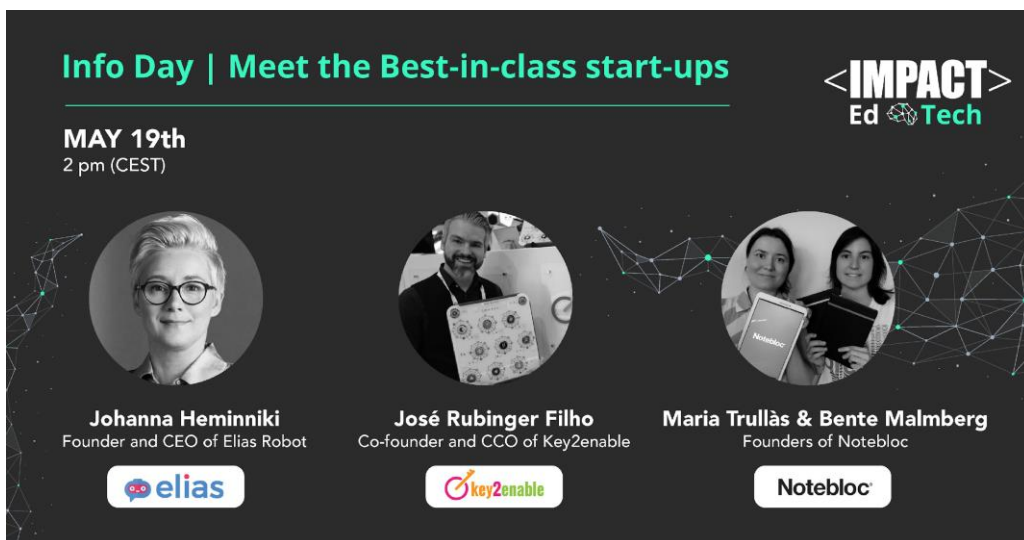


Figure 64: Banner used to invite interested startups and individuals to an Info Day

11.7 The Ecosystem

As mentioned in section 10.7, [European Schoolnet](#) shared the information and news regarding the 3rd Open Call with all its stakeholders. Furthermore, the main EUN projects that have supported our activities are:

- [The Future Classroom Lab:](#)

Table 30: Dissemination actions taken by The Future Classroom Lab during OC3

Item	By channel	Individual result (organic)	Total
Number of posts and re-posts on FCL accounts during OC3	Twitter	11	14
	Facebook	3	
Number of news clips	Newsletters	1	3
	Articles	11	



Figure 65: Twitter posts sent by a key multiplier announcing events happening during OC3

- [Scientix](#):

Table 31: Dissemination actions taken by Scientix during OC3

Item	By channel	Individual result (organic)	Total
Number of posts and re-posts on Scientix accounts during OC3	Twitter	10	17
	Facebook	7	
Number of news clips	Newsletters	1	1
	Articles	N/A	

Moreover, in its efforts to disseminate **OC3**, **EUN** shared with its network of Ministries of Education and other relevant stakeholders, a promo pack containing relevant information to disseminate the call. The figure below presents a screenshot from the promo pack:



Figure 66: EUN shared a promo pack with Ministries of Education and other relevant stakeholders

11.8 Communications Toolkit

As explained in this document in **section 9**, for each open call, a communications toolkit is designed to help consortium partners and dissemination partners spread the news about the ongoing open call.

For the **OC3**, two toolkits were created: one for dissemination partners and another one for Industries. Both had the following sections:

- Table of contents
- About the programme section
- Important links (IMPACT EdTech social media channels, website and application link, as well as the main social media channels of the three partners)
- Quick wins, links going directly to one of IMPACT EdTech posts, to encourage likes and retweets/reposts
- Suggested content for social media
- Newsletter text (short version)
- Email text (long version)
- Press release
- Banner and images

IMPORTANT LINKS

IMPACT EdTech:

- Project website: impactedtech.eu
- Application Page: impactedtech.fundingbox.com
- Contact email: contact@impactedtech.eu
- IMPACT EdTech Social: [Twitter](#) | [LinkedIn](#) | [Facebook](#) | [Youtube](#) | [Newsletter](#)

Project partners:

- ISDI Accelerator: [Web](#) | [Twitter](#) | [LinkedIn](#) | [Facebook](#)
- European Schoolnet: [Web](#) | [Twitter](#) | [LinkedIn](#) | [Facebook](#)
- FundingBox: [Web](#) | [Twitter](#) | [LinkedIn](#) | [Facebook](#)

Hashtags:

#IMPACTEdTech | #EducationForAll | #DigitalEducation | #3OC |
#JoinTheEdTechRevolution

QUICK WINS: CLICK TO SHARE



3/11



IMPACT EdTech 3OC |
Communication toolkit for dissemination partners

Short on time? Click to retweet or share these posts on your social networks:

- [Twitter](#)
- [LinkedIn](#)
- [Facebook](#)

SUGGESTED CONTENT

TWITTER

#1

IMPACT EdTech presents the first European Incubator-Accelerator that helps EdTech

Figure 67: Screenshot of the toolkit for dissemination partners

12. Reporting

To ensure a close reporting and consistent monitoring of our actions, the consortium partners have set up an internal reporting tool, using a shared Google spreadsheet, set up by ISDI and regularly updated by all project partners. Each partner is responsible for keeping it up to date, filling in their own contributions to the communication efforts at least once a week. The spreadsheet is used for reporting the following:

- Social media actions and results, including impressions, reach, and engagement,
- events and Info Days, including number of registrations and attendees,
- media actions and results, including press releases distributed and media impressions;
- email newsletter actions and results, including size of database contacted;
- other, for reporting actions not covered by these categories.

Thanks to this shared tool, the partners are able to see at a glance which actions have the greatest effect, so they can make adjustments and allocate their time and resources efficiently.

13. Conclusions

Effective, well-managed and organised communication is essential to the success of IMPACT EdTech.

All three partners are equally involved in pursuing the success of this programme, not only during the different open calls, which are key moments, but in keeping the audience interested at all times by sharing and creating relevant content to position IMPACT EdTech as one of the most important EdTech hubs in Europe and worldwide.

The period between 3rd July 2020 and 30th June 2021 has been framed with intense dissemination activities for the promotion of the 'Remote Schooling' and 3rd IMPACT EdTech Open Calls. The results reflect the consortium joint efforts: the 165 submitted applications received to the 'Remote Schooling' open call and 278 submitted applications to the Third Open Call, demonstrate that the IMPACT EdTech message has been well received and has reached relevant audiences from across Europe and beyond.

The consortium partners' communication teams are regularly exchanging to keep communication consistent and effective. They have formed a strong team that share the same goals and expectations and support one another towards the achievement of these goals and expectations.

ANNEX 1. Partners' social media networks

Group/Distribution List	Link	Users
ISDI Accelerator Twitter	https://twitter.com/ISDIacc	1,008
ISDI Accelerator LinkedIn	https://www.linkedin.com/company/isdi-accelerator/	2,544
ISDI Accelerator Facebook	https://www.facebook.com/ISDIacc/	73
ISDI Twitter	https://twitter.com/ISDI_edu	10,868
ISDI LinkedIn	https://www.linkedin.com/school/isdi/	42,134
ISDI Facebook	https://www.facebook.com/isdi.education/	14,942
ISDI Instagram	https://www.instagram.com/isdi_edu/?hl=en	5,254
ISDI YouTube	https://www.youtube.com/user/ISDItv	3,009
IMPACT Accelerator Twitter	https://twitter.com/IMPACT_acc	4,788
IMPACT Accelerator LinkedIn	https://www.linkedin.com/company/impact-accelerator/	3,701
IMPACT Accelerator Facebook	https://www.facebook.com/IMPACTAcc/	5,260
IMPACT Accelerator YouTube	https://www.youtube.com/channel/UCIOQoA-ZfMxthBICl1hIDww	211
EUN Twitter	https://twitter.com/eu_schoolnet	26,253
EUN LinkedIn	https://www.linkedin.com/company/29661/	6,350
EUN Facebook	https://www.facebook.com/european.schoolnet/	27,466
EUN FCL Twitter	https://twitter.com/fcl_euschoolnet	4,756
EUN FCL Facebook	https://www.facebook.com/futureclassroomlab	8,914
FBA Twitter	https://twitter.com/FundingBox	3,520
FBA LinkedIn	https://www.linkedin.com/company/the-funding-box-group-s-l-/	4,970
FBA Facebook	https://www.facebook.com/FundingBoxAccelerator/	4,544

ANNEX 2. Partners' network of stakeholders

Partners / Stakeholders / Network Name	Link	Country
4YFN	https://www.4yfn.com/barcelona/	European
A-DIGITAL	https://www.adigital.org/	Spain
Valencia Activa	http://valenciactiva.valencia.es/	Spain
Barcelona Activa Bstartup	https://www.barcelonactiva.cat/barcelonactiva/cat/	Spain
Spain Startup	https://southsummit.co/en/home/	Spain
Ashoka	https://www.ashoka.org/en	Spain
Aticco	https://aticco.com/	Spain
EUN's network of Ministries of Education representatives	http://www.eun.org/about	European
FCL network	https://fcl.eun.org/partners	European
STEM Alliance	http://www.stemalliance.eu/partners	European
European Digital SME Alliance	https://www.digitalsme.eu/about/membership/?lang=fr	European
IMPACT Hub	https://impacthub.net/	Spain
Wayra	https://www.wayra.com/	European
BonsAPPs	https://bonsapps.eu/	European
SHOP4CF	https://shop4cf.eu/	European
EdTech France	https://edtechfrance.fr/	France
VIT Emprende	https://vitemprende.es/es/	Spain
Millenium Edu	https://millenniumedu.org/	European
InnMind	https://innmind.com/	European
HayMarketHQ	https://www.haymarkethq.com/	European

ANNEX 3. Dissemination list of communication actions

Type of event	Name/Link
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call launch announcement
Email	Remote Schooling Open Call launch announcement
Email	Remote Schooling Open Call launch announcement
Info Corner (presentation)	EdTech Evolution's Demo Day
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Webinar	Support schools to shift to remote & blended learning & get € 110k!
Info Day	What's next for school education?
Mention	Remote Schooling Open Call
Publication	Remote Schooling Open Call
Publication	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Newsletter	Remote Schooling Open Call
Newsletter	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Press Release	Remote Schooling Open Call
Webinar	Q&A - Support schools to shift to remote & blended learning & get €110K!
Newsletter	Promotion of Open Call 2 Q&A session
Press Release	Selection startups & SMEs 1OC + RS OC
Press Release	Selection startups & SMEs 1OC + RS OC

Press Release	Selection startups & SMEs 1OC + RS OC
Press Release	Selection startups & SMEs 1OC + RS OC
Press Release	Selection startups & SMEs 1OC + RS OC
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Press Release	Selection startups & SMEs 1OC + RS OC
Press Release	Selection startups & SMEs 1OC + RS OC
Press Release	Selection startups & SMEs 1OC + RS OC
Press Release	Selection startups & SMEs 1OC + RS OC
Newsletter	IMPACT EdTech December Newsletter
Newsletter	ISDI Accelerator Newsletter
Newsletter	IMPACT Accelerator Newsletter
Mention	Esta startup española financiada por la Unión Europea permite digitalizar documentos sin coste y respeta la privacidad del usuario
Info Corner (presentation)	Tech startups y el futuro de la educación
Webinar	How to get funded with up to €197K
Article	Spanish School involved in the programme testing Bolser Academy and The Inventors
Article	IMPACT EdTech announces 25 selected start-ups and SMEs
Article	Opportunity for teachers to decide on the EdTech solutions of tomorrow
Newsletter	The EdTech start-ups and SMEs that will boost innovation in education
Newsletter	The EdTech start-ups and SMEs that will boost innovation in education
Email	Information on the Call for teachers to test remote schooling solutions
Press Release	Third Open Call
Email	Information on the first Open Call - call for teachers
News item	1st Open Call- Call for teachers
Newsletter	Promotion of 3rd Open Call launch
Event	DIGI-SI
Press Release	3rd Open call Press clipping
Event	Oportunidades de digitalización y financiación para PYMES e industria: EDIHs y DIHs
Info Day	Success Stories
Webinar	How to get funded with up to €197K - OC3
Press Release	3rd Open Call
Info Day	Success Stories
Press Release	Third Open Call
Mention	Third Open Call
Press Release	3rd Open call Press clipping

Press Release	3rd Open call Press clipping
Press Release	3rd Open Call
Press Release	3rd Open Call
Press Release	3rd Open Call
Press Release	3rd Open Call
Press Release	3rd Open Call
Mention	3rd Open Call
Press Release	3rd Open Call
News Item	3rd Open Call
Press Release	3rd Open Call
Press Release	3rd Open Call
News Item	3rd Open Call
Press Release	3rd Open Call
Press Release	3rd Open Call
News Item	About Kotokan