

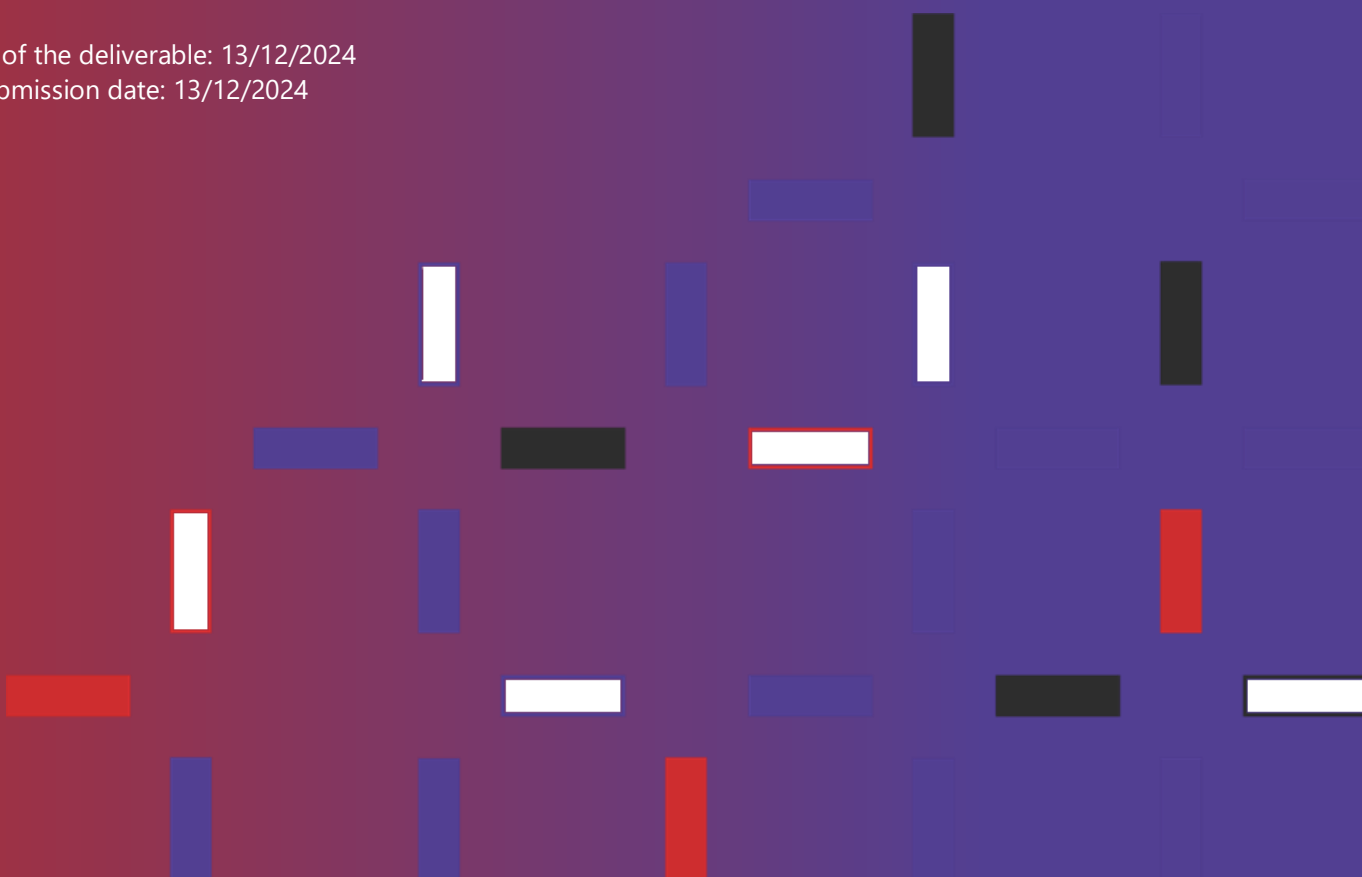


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# Communication & Dissemination Plan

**Deliverable D4.1**

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## Document Information

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Work Package	WP4	Title	Promotion and impact assessment

Dissemination level <sup>1</sup>	PU	Nature <sup>2</sup>	R
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Deliverable abstract	<p>The present deliverable describes the conceiving and the achieving of the Dissemination and the Communication Plan (D4.1) that is the main guideline for the execution of the dissemination &amp; communication activities that will be carried out within the InnoNext initiatives.</p> <p>It gives an overview of the whole dissemination and communication activities foreseen throughout the project and the Cooperation and CO-Design with the EU Programmes.</p> <p>The plan defines the dissemination objectives, the target audiences, the brand communication strategy, the dissemination channels to be used, the visual identity and the dissemination materials as well as the timeline of their use.</p> <p>Also, the plan presents the methodology of performing the dissemination activities and sets some achievement indicators to evaluate the effectiveness and success of these activities.</p>
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<sup>1</sup> Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium, **CO** = Confidential, only for members of the consortium

<sup>2</sup> Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other





## Version History

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V1	27/11/2024	Elisabetta Migoni	Complete Review of D4.1
V2	05/12/2024	Simone Foglia	Added Privacy Policy Note
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V4	11/12/2024	Mario Chiesa (LINKS)	Revision
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<sup>3</sup> Creation, modification, final version for evaluation, revised version following evaluation, final.





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## Acronym List

<b>DCP</b>	Dissemination and Communication Plan
<b>EIC</b>	European Innovation Council
<b>EIT</b>	European Institute of Innovation & Technology
<b>ERC</b>	European Research Council
<b>EU PP</b>	European Partner Programme





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<b>HC</b>	Hosting Company
<b>HE</b>	Horizon Europe
<b>IN</b>	InnoNext
<b>MSCA</b>	Marie Skłodowska-Curie Actions
<b>PO</b>	Project Officer
<b>VT</b>	Visiting Talents

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## Executive summary

The D4.1 - Dissemination and the Communication Plan (this document) is the main guideline for the execution of the dissemination & communication activities that will be carried out by the InnoNext initiative.

The Dissemination and the Communication Plan (DCP from now on) is focused on project goals and strategies to achieve effective communication with stakeholders. The objectives include raising awareness about the initiative, engaging beneficiaries, and facilitating applications to the platform.

To achieve the goals, a targeted communication strategy will be implemented, emphasizing a human-centric approach to connect with talents and companies (startups and SMEs). The strategy aims to highlight synergies between research and entrepreneurship, support matchmaking, and raise awareness of financial opportunities offered by EU programmes.

The InnoNext Communication Team will coordinate closely with EU Partner Programmes to align strategies and guidelines, ensuring effective outreach and engagement with potential beneficiaries who are not yet integrated into the initiative.



# 1. Introduction

## 1.1. InnoNext overview

InnoNext is a European Commission initiative funded under the HORIZON-EIC-2023-TALENTS-01-01 call, "Next Generation Innovation Talents." Its goal is to foster an entrepreneurial mindset by facilitating collaboration opportunities for talented researchers and innovators to engage with startups in their fields of expertise. Supported by the extensive network of the EIC and various European Partner Programmes, the initiative spans across the EU.

InnoNext scheme includes 2 open calls dedicated to aspiring Visiting Talents and Hosting Companies to collaborate through an Innovation internship. The calls for interests, which will remain open for the whole duration of the project until 2026, facilitate a tailored matching process. Moreover, InnoNext offers different resources to connect beneficiaries and support them during the internship, including a comprehensive mentoring and acceleration program.

InnoNext aims to activate about 600 internships involving multiple beneficiaries:

Table 1 - InnoNext beneficiaries

Visiting Talents	Hosting Companies
including <b>PhD candidates, and postdoctoral researchers</b> participating in projects funded by the following EU Partner Programmes: <ul style="list-style-type: none"> <li>• EIC Pathfinder</li> <li>• ERC</li> <li>• MSCA, doctoral networks and COFUND programmes</li> <li>• Research Infrastructures</li> <li>• EIT graduates</li> </ul>	Including startups and <b>startups and SMEs</b> supported by the following EU Partner Programmes: <ul style="list-style-type: none"> <li>• EIC Accelerator</li> <li>• EIC awarded Seal of Excellence</li> <li>• EIC Transition</li> <li>• EIT KIC Innovation</li> </ul> And scaleups with at least one EIT Alumni member co-founder.

The InnoNext scheme is a path in 6 phases (see Figure 1) and the following distinctive pillars:

- The **collaboration with the EU Partner Programmes**, which has been involved since the beginning in the call design and during the process through the integrated communication and dissemination of the calls to the potential beneficiaries, as well as the eligibility and monitoring criteria.
- Two **Expression of Interest calls** dedicated to Visiting Researchers and Hosting Companies. The calls, largely disseminated thanks to Research and Innovation European Programmes support, will remain open for 17 months. During this period, the continuous monitoring of the process and feedback of beneficiaries and stakeholders might result in the call updates, handled in 5 releases.
- A **dedicated platform** that facilitates the Hosting Companies in creating internship vacancies and allows Visiting Researchers to apply for them throughout a well-driven and easy process,



supported by examples and indications. The service includes mechanisms to keep the registered users informed about the opportunities resulting from the matchmaking, the internship activation steps and the mentoring activities, making the whole process understandable and transparent.

- A **hybrid matchmaking process** based on an AI-based algorithm processing the needs and ambitions of the applicants will propose ranked shortlists of opportunities. Shaped and supervised by experts, the whole process will guarantee equal access to opportunities to the applicants.
- A **comprehensive mentorship plan** to offer and share knowledge and tailored support to nurture the entrepreneurship potential of participants. Background and skills such as innovation management, teamwork, and internal communication will be deepened in experiential workshops for Talent and Enterprises. These activities will be planned based on direct feedback collected from the beneficiaries, allowing to improve and refine the InnoNext initiative schema continuously.

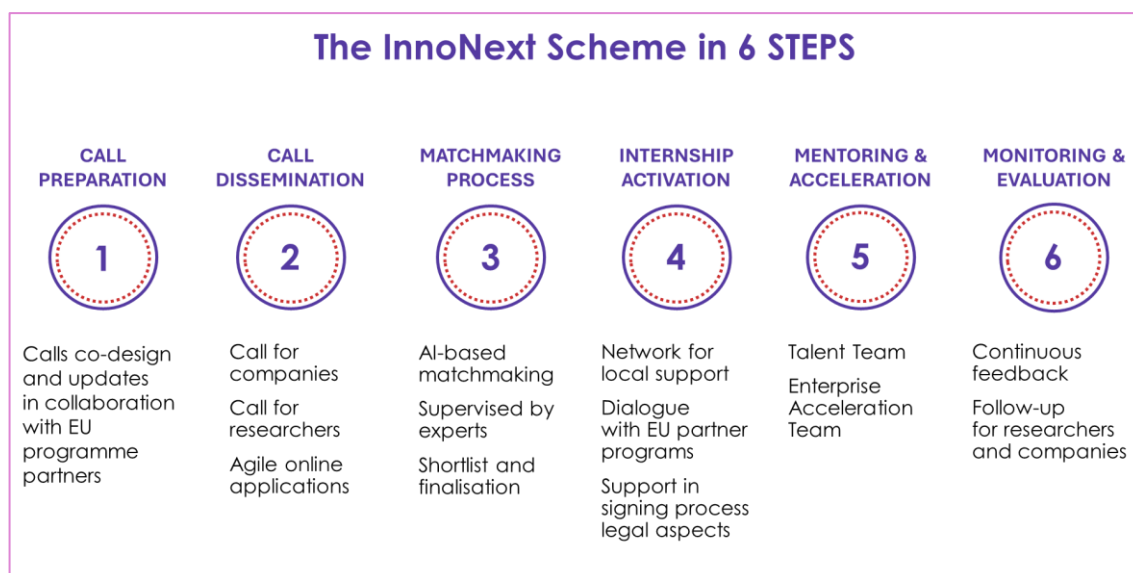


Figure 1 – The InnoNext scheme

## 1.2. Purpose of the Document

The objective of this document is to organise the dissemination and communication activities which are carried out for the entire duration of InnoNext Initiative to attract, inform and engage with the beneficiaries and stakeholders of InnoNext on project services, activities, progresses and results.

To ensure that these activities are performed successfully, a Dissemination and Communication Plan (DCP) is set to define the following:

- dissemination objectives (why)



- target audience (who), key messages (what)
- the dissemination channels which establish a two-way communication approach (how)
- materials (with what)
- timeline (when)

Also, the plan contains the methodology of the dissemination and communication management and the implementation plan. The project visual identity, EU Commission rules as well as the GDPR rules are also provided.

The dissemination and communication plan (DCP) should be used as a manual for the dissemination activities during the project and it will be updated.

### **1.3. Structure of the document**

The document is organised in 6 main chapters as follows:

1. Introduction and description of the document itself;
2. Brief description of the main outputs of the co-design with the EU Programmes;
3. Communication Strategy contains the planning and the strategy of dissemination and communication activities:
  - a. Objective of the dissemination and communication activities;
  - b. Target audience;
  - c. Brand and communication strategy;
  - d. Tone of Voice;
  - e. Visual Identity;
4. Communication and Dissemination Channels:
  - a. Communication Channels of EU Programmes explore the different approach of EU Prog Communication Offices;
    - i. Communication Management with EU Programmes describe How the consortium manages the activity in sound with EU Programmes;
  - b. Communication Channels of InnoNext highlight the identified assets aligned with the EU Programmes Channels;
    - i. Website architectures explore the structure of the InnoNext-project website;
    - ii. Dissemination Materials
5. Communication Plan describe strategy behind the communication activities;
6. Indicators and KPIs for monitoring the implementation;
7. presents the visibility rules which follow the EC guidelines;
8. briefly presents the main dissemination recommendations to promote the project results after its conclusion;



9. shows the GDPR rules to be applied throughout the dissemination and communication activities.

## 2. Co-Design with EU Programmes

As highlighted within Deliverable D1.1, to build a Communication and Dissemination Plan for InnoNext Initiative, it was essential to organize an activity of codesign and exchange of inspiration and vision with the EU Programmes, project's partner.

The objective of the meetings was to identify and discuss about the touchpoints between InnoNext and each Program to define an effective and agile management, with a focus toward agreements, financial support, best practice and amplification provided by the Programmes during the communication and dissemination activity.

Key inputs emerged for the study of the communication strategy:

- a clear understanding of the needs of the complex and wide range of beneficiaries;
- development of a clearer view of the aspirations and desires of the different programmes referring to their relationship with InnoNext.

Communication, in fact, moves through a twofold objective:

- communication of InnoNext's opportunities, project goals and target engagement;
- communication and visibility given to the programmes themselves with the aim of making the grants and funding opportunities known along the EU.

As a result of the co-design and exchange of experience with the Programmes, it was possible to clearly define the needs and identify the methods of dissemination, thus allowing the definition of a clear tone of voice aligned with the semantic of the programmes (see 3.6), communication channels that would allow an easier dialogue with those already in use (see 4.1), the timing and scheduling of publications in order to avoid an overload of the programmes' internal communication centres, as set out later in this same Deliverable (see 5.1).

### 2.1. EIC Brand Identity Guidelines

The InnoNext Consortium strictly adhered to the **Brand Guidelines shared by the EIC**, ensuring that each graphic identity element reflected the established principles and guidelines. Visual



identity choices, including logo and typography, were made faithfully following the EIC's guidelines to maintain visual consistency and brand recognition. In particular, for the colour palette, primary colours (purple and white) and secondary colours (black and red) were adopted, respecting the indicated tones and combinations, to ensure uniform and visually harmonious communication across all project materials and channels.

Additionally, the Consortium, in compliance and with the supervision of EU Programmes, will define which Institutional logos have to be included in the Administrative and Official Documents, such as Presentation, Calls of Interests, InnoNext Guidelines and Website.

### 3. Dissemination and Communication Plan

#### 3.1. Objectives

Dissemination plays an important role in achieving the objectives of the InnoNext Initiatives both to the project's success and for the outreach and dissemination of the results along the implementation. The objectives are dual, it aims to transmit the core messages of the projects to engage actively the beneficiaries and the stakeholders, and to reach the operative goals set by the proposal itself.

On a **strategic degree**, the InnoNext communication will:

- **Engage and reach the target beneficiaries with a human-centric approach:** focusing on the individual needs and requirements and create a warmer approach and tone of voice as further described in the following section (see 3.6);
- **Raise awareness on the potential of creating strong bond and synergies between research sphere and the entrepreneurial world,** which can further foster the advancements in both the specific research projects and the business activity of the company;
- **Communicate how the InnoNext Scheme will support the matchmaking between the two field,** looking forward the individual and specific skills set and fostering the development of new mindset through experience;
- **Communicate with the EU Program Partners** about the development of a scheme that ease the load and bureaucratic burden possibly generated by the matchmaking, through the collection of success story, beneficiaries feedback and more;
- **Raise awareness on the potential financial opportunities** made available by the EU Programmes both for talents and companies;



- **Reach the potential beneficiaries not already integrated in the InnoNext pilot scheme**, as other European Programmes dedicated to research, innovation and entrepreneurial filed.

On the other hand, considering the following two main operative objectives of the InnoNext Initiative:

- Activate 600 internships within the two-year duration of the InnoNext initiative;
- Increasing the visibility and awareness of European funding programmes.

The InnoNext Communication **specific objectives** are the following:

- **OBJ4.1 - Enhance Digital Outreach (both social media and website platform):** Launch and maintain a project website providing easy access to project information, updates, and success stories.  
Establish and actively manage social media accounts to share updates.
- **OBJ4.2 - Support Internship Activation Goals:** Ensure that communication efforts actively support the activation of 600 internships by generating content that promotes opportunities to relevant stakeholders, increases awareness and engagement, and drives registrations, ultimately boosting application rates.
- **OBJ4.3 - Collaborate with EU Program Partners:** Develop at least 12 joint communication initiatives (e.g. cross posting), two for each iteration of the Scheme, with EU program partners to enhance visibility and synergies.
- **OBJ4.4 - Showcase Success Stories:** Publish at least 12 detailed success stories from beneficiaries in various formats (e.g., News, videos, interviews, social network post) to illustrate the impact of the InnoNext initiative.

To reach all the above-mentioned objectives, the InnoNext Communication Team will establish from the beginning an **agile coordination with the respective communication teams of the EU Partner Programmes**, to be aligned to their guidelines, timelines and strategies and build a constructive and frequent dialogue (see 4.1.1). To achieve these goals, the strategy emphasizes the creation of targeted communication content and activities that resonate with both **talents** and **companies** (startups and SMEs).



### 3.2. Target audience

InnoNext aims to reach a diverse range of individuals and organizations involved in research, innovation, and entrepreneurship within the European Union. The scheme considers **two macro-categories**: Visiting Talents (VT) and Hosting Companies (HC).

Visiting Talent's category has **two main streams** that are divided into "Deep Tech Talents" and "Aspiring Innovators" as follows:

- Visiting Talents
  - **Deep Tech Talents**
  - **Aspiring Innovators**

Table 2 - Target and Stakeholders

Direct Target		
Visiting Talents		
Deep Tech Talents		
In this cluster are considered Researchers specialized in cutting-edge technologies like AI, quantum computing, biotechnology, and more. Their expertise allows them to work on breakthrough innovations that have the potential to transform entire industries and society, tackling complex global issues through science-based solutions.		
Target	EU Program	Insights
PhD, PostDoc, Researchers	European Research Council (ERC)	Researchers supported in establishing and conducting pioneering high-risk research in cutting edge fields.
	EIC Pathfinder	Visionary researchers focused on the exploration of radically new technologies that can lead to breakthrough innovations.
	Marie Skłodowska-Curie Actions (MSCA) ; COFUND programmes	Early-stage and experienced researchers who enhance their career development through mobility and training.
	European Institute of Innovation and Technology (EIT)	A complex mix of researcher at different stage of their career, which have a strong connection and interaction with business and entrepreneurial mindset, with an innovative approach.
	<u>Research Infrastructures (RI)</u>	Researchers which receive, thanks to the Program, state-of-the-art facilities and resources to enable cutting-edge research.



Aspiring Innovators		
<p>In this cluster are considered talents at different stages in their careers path, showing strong motivation and creativity in the field of technological innovation. They are driven to develop groundbreaking ideas and solutions that can address significant societal challenges. This group is supported to enhance their skills and contribute to the innovation ecosystem, potentially leading future disruptive advancements.</p>		
Master Students and Relevant Students	<p>EIT Label Masters EIT Doctoral programmes EIT Alumni EIT Jumpstarter participants from other postdoctoral training programmes supported by the EIT KICs</p>	<p>In this cluster are included beneficiaries with different level of experience: starting from the graduated students to the master students. They are familiar with entrepreneurship and provide innovative and game changers ideas thanks to the multidisciplinary approach, which merge the research and academic approach with entrepreneurial mindset</p>
Hosting Companies		
Startups & SMEs	<u>EIC Accelerator</u>	<p>Innovative companies who aim to scale up by developing high-risk, high-impact innovations with the potential for market leadership.</p>
	<u>EIC Transition</u>	<p>Companies born in a research ecosystem, starting to translate to the business, bridges the gap from the lab results to viable commercial products.</p>
	<u>EIC awarded Seal of Excellence</u>	<p>High quality projects proposed to the EIC opportunities that were not funded due to budget limitation.</p>
	<u>EIT-KIC</u>	<p>Startup and business created in the EIT ecosystem, grown connecting the entrepreneurial and academic approach.</p>
Direct Stakeholders		
Principal Investigators, Project Coordinators, Professors	<p>This category includes the ecosystem of professors and Project Coordinators who are in charge to allow the PhD/PostDoc/Researcher to start the innovative internship and take a pause from the main path of the research project development. They have to be well informed highlighting the potential of the InnoNext Initiative and the benefit that will be bring back to the research by the Visiting Talent.</p>	
Indirect Stakeholders		
Stakeholder	Description	
Startups, SMEs and Researchers not already involved in EU Programmes	<p>This category of stakeholder include startups and SMEs not already involved in any EU Programmes who are interested in the scaling up and accelerating their business. They follow the EU innovative ecosystem and are looking for the most suitable opportunity.</p>	
PhD, PostDoc, Researchers not already involved in the EU Programmes	<p>This category considers the researchers from Programmes, Universities and more not already involved in the InnoNext Initiatives who are interested in the opportunity to become a part of it in the next future.</p>	



Partners, Master & Graduate Students	
Accelerators, Incubators, Funding Programmes	This category includes the ecosystem of entities dedicated to business development support, who follow European programmes to catch upcoming opportunities or facilitate the access for their beneficiaries. Moreover, they stay up to date on pilot projects to tap into any collaboration opportunities and align their approach methods.
Other EU Programmes	Other European programmes dedicate to the support and development of research and/or entrepreneurship, not yet integrated into the project, which should also be considered as potential future project partners.

As stated above, the beneficiaries of this project belong to a diverse and complex group with varying levels of experience and expertise. Therefore, a strategic and tailored communication plan is necessary to reach the widest possible audience.

### 3.3. Benchmark

The consortium shapes the communication strategy aligned to the EU Programmes Communication style thanks to a research on the best practices and strategical benchmarks in the partner programmes. The following programmes was studied:

- EIC (European Innovation Council) - [website](#)
- ERC (European Research Council) - [website](#)
- Marie Skłodowska-Curie Actions (MSCA) - [website](#)
- EIT (European Institute of Innovation and Technology) - [website](#)

From the benchmark analysis, it emerges that all the programmes have a similar and aligned communication style, using a **clear and professional Tone of Voices (TOV)**. They emphasise transparency, professionalism and providing a clear description of the opportunities available.

Moreover, it was considered also a project funded by the same program of InnoNext:

- **Innobuyer:** an EIC funded project designed to foster collaborative innovation between public organizations, termed as "Challengers," and innovative SMEs, called "Solvers." - [website](#)

Considering also projects in the benchmark helps the Consortium to understand how a deep and strong connection with an EU Programmes is managed, in particular from a communicative point of view, following the guidelines and the rules transmitted by the EIC Communication Team.



The benchmark is supported by an in-depth visual analysis of the EU Programmes website interfaces, explained in D1.1 - 5.3 "*Visual analysis board and call design*".

### **3.4. Brand and communication strategy**

To maximize the project's impact on stakeholders and reaching the communication goals, a strategic document has been developed to precisely identify clear guidelines of all the brand and communication assets.

This document outlines the strategic framework for enhancing the visibility and communication effectiveness of the InnoNext Initiative. The strategy is designed to support the project's goals by leveraging various communication assets, briefly reported here:

- Website
- Social media platforms
- Newsletter
- Below-the-line (BTL) activities
- Events

Developing a strategic study before launching a project like InnoNext is essential to lay the groundwork for an effective brand strategy that resonates with both talents and companies. By analysing the target audiences, market environment, and the unique values that InnoNext brings, this preliminary study enables the creation of a strong brand identity that distinguishes the project within the innovation ecosystem. A well-defined brand strategy provides clear messaging, positioning, and tone of voice that not only boosts awareness of European programmes but also builds trust and engagement, driving the project towards its objectives. This approach ensures that communication efforts are cohesive, impactful, and adaptable, ultimately establishing a recognizable and respected brand in the tech and talent-matching sectors.

### **3.5. Vision & Mission**

Following this study, the **Vision** and **Mission** of InnoNext have been defined with the aim of communicating the project's distinctive characteristics while ensuring coherence and alignment with other European initiatives.

The **Vision** focuses on connecting **deep-tech talents and innovators** with **visionary entrepreneurs** through a human-centred approach, emphasizing empathy and collaboration. This sets the project apart by prioritizing the personal connections behind innovation, enhancing and valorising the specific and unique value of highly diverse career paths. The aim is to convey a



focus on the individual and the uniqueness of the beneficiaries, promoting a sense of inclusion and appreciation for each specific case. The diversity in approach and methodology is seen as an added value by InnoNext Initiative, where the intersection of different worlds is embraced as an opportunity for innovation, growth, exchange, and the development of new practices and know-how.

The **Mission** reinforces the Vision by providing a concrete goal: to connect **deep-tech talents and aspiring innovators** with **entrepreneurs** supported by EU programmes offering **AI-based innovative solutions**. This ensures that InnoNext's unique value proposition remains consistent with the broader goals of EU-funded projects, while maintaining a distinctive positioning through its focus on human connection and innovative collaboration.

### 3.6. Tone of Voice

The tone of voice for InnoNext communication is designed to be **human-centred**, incorporating an empathetic and engaging approach. While maintaining the necessary institutional and technical aspects for official communication, InnoNext differentiates itself by focusing on the highly diverse path and expertise behind innovation. This warm and inclusive tone is complemented by:

- A pragmatic and informative approach in technical and institutional communications.
- A **storytelling-driven editorial line** aimed at engaging the people behind the roles—both talents and businesses.

The goal is to build a communication style that resonates with the audience, making the project approachable and inclusive, while ensuring clarity in technical aspects. A series of **scenarios** will be created, as imaginative inspiration and thought-provoking stories that envision the experience that different project beneficiaries may have, to make clear and visible the strengths and opportunities given by participation in the InnoNext Initiative. Moreover, the scenarios will be helpful in **breaking the traditional and generic concept of internship**, in particular for those with highly specialized skill who may perceive it as unsuitable for their level of professionalism.

### 3.7. Visual Identity

Following the brand strategy, an analysis of the project's visual identity was conducted. This study, after reviewing both the brand strategy and the visual guidelines of the **European Innovation Council (EIC)**, resulted in the creation of a logo that aligns with the **vision** and **objectives** of InnoNext.



The logo design incorporates the essence of **innovation, next generation thinking**, and the **future**, three key elements that guide the project. The visual identity was developed with the goal of being distinctive while maintaining coherence with the broader **EIC ecosystem**, ensuring that the InnoNext brand is easily recognizable as part of the EU innovation landscape.

The chosen font and colour palette reflects progress and transformation, key themes of the InnoNext project, while also respecting the formal and professional aesthetic required for EU-funded programmes. This approach ensures that the project's identity resonates with its target audience, embodying its forward-looking, human-centred mission.

Building on the insights from the visual identity study, the following assets have been developed:

- **Coordinated Image Manual:** This document outlines the guidelines for maintaining a consistent visual identity across all communication channels and materials. It ensures that the brand's image remains cohesive and recognizable.
- **Templates for Communication Materials:** To streamline the creation of communication tools and ensure consistency, templates have been designed for:
  - Letterheads
  - Business cards
  - Brochures
  - Flyers
  - Newsletter templates
  - Social media post templates

These templates adhere to the **brand's visual identity** and are aligned with the EIC guidelines, ensuring that all materials are consistent in style, message, and tone across various platforms and formats.



*Figure 2 - InnoNext Logo Design (see Annex 1 )*



Figure 3 - Chromatic Variants of the Logo (see Annex 1)

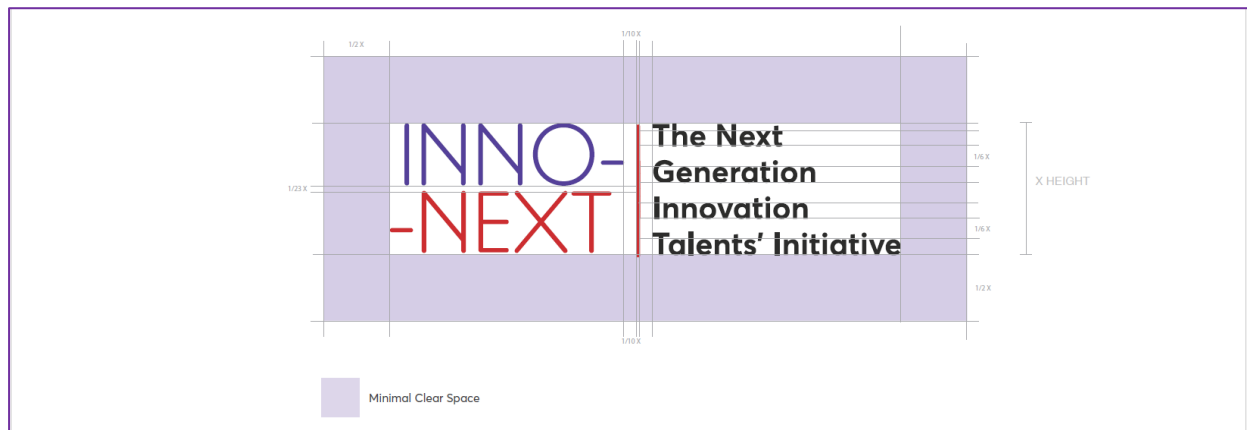


Figure 4 - Brand Mark Construction from the Brand Manual (see Annex 1)

For more information see 11.1 - Annex 1 "Brand Manual".

## 4. Communication and Dissemination Channels

### 4.1. Communication Channels of EU Programmes

Through the co-design activity, InnoNext Consortium identify and select a set of main assets to communicate and disseminate the InnoNext Initiatives, reaching and engaging both the beneficiaries and the stakeholders.

Moreover, the consortium collects the needs and requirements of each EU Program and aim to shape the communication toolkit along the process, in the most suitable way for each Program needs. Some specific case, for example, has defined a target indicator that imply the need of a strategic and ad hoc communication strategy to reach the target audience.



The following table show a synthesis of the main input highlighted through the meetings and to be integrated in the communication plan and strategy:

Table 3 - EU Programmes Channels and Insights

EU Program	Link	Target	Channels	Management
EIC Acceleration	X_@Eueic	SME, Startups	Social media (X; LinkedIn) with the opportunity to create partnership post and direct repost on the official account;	InnoNext Consortium is provided with a log-in account to use directly the EIC Community Platform*. Moreover, the Communication Team is collaborative and open to support the InnoNext Initiative dissemination.
EIC Transition		Researchers, PhD, PostDoc	Newsletter;	
EIC Pathfinder	<a href="https://www.linkedin.com/company/eisma/">https://www.linkedin.com/company/eisma/</a> EIC Community Platform* <a href="https://eic.eisma.eu/community/">https://eic.eisma.eu/community/</a>		EIC Community Platform* access to create autonomously the contents;  Article in the News-Pages of the main EIC Program Websites.	
MSCA	X_@MSCAactions  FB_ <a href="https://www.facebook.com/MarieCurie.Actions">https://www.facebook.com/MarieCurie.Actions</a>  MSCA Alumni <a href="https://www.mariecuriealumni.eu/">https://www.mariecuriealumni.eu/</a>	PhD, PostDoc	Social media (X, Facebook);  Newsletter;  MSCA alumni (a portal that includes all the current fellows);  Article in the News-Pages on MSCA Website.	MSCA allows the InnoNext Consortium to public the Communicational Material through its Channels, working directly with the MSCA Communication Team. MSCA uses specific terminology, e.g. internship > Secondment; Researchers > Fellows.
EIT KIC's		SME, Startups, Researchers, PhD, PostDoc, Graduated Students, Master Students	Social media (X, LinkedIn);  Newsletter;	EIT KIC's is composed by 9 independent legal entities. Support provided by the EIT communications team is being defined
ERC	X_@ERC_Research  LinkedIn	Researchers, PhD, PostDoc	Mailing List to the target beneficiaries;	ERC prefers to amplify the InnoNext activity in the social media; moreover, ERC suggest engaging the



	<a href="https://www.linkedin.com/company/european-research-council/">https://www.linkedin.com/company/european-research-council/</a>		Amplify InnoNext activity on social media;  Newsletter;  "Manage your Grant" page on the website.	beneficiaries through the mailing list to select and have a first filter on the eligible candidates.
RI	-	Researchers, PhD, PostDoc	Direct Contact with the Project Coordinators;  Newsletter  EIT Alumni Platform	RI outlined the importance of highlighting IP management in communication.  RI suggested to include EISMEA, NCPs and EU shared feeds to communicate the Initiative.
<b>Other Channels</b>				
NCPs		All		The NCP are aware of the upcoming involvement in the InnoNext communication and dissemination. NCPs need an operative approach, receiving communication materials from the consortium.

*\*The EIC Community Platform is an online platform of the European Innovation Council (EIC) designed to connect innovators, start-ups, SMEs and investors within the European innovation ecosystem. It offers support to EIC funding recipients by facilitating networking, access to resources, advisory services and collaboration opportunities. Through the platform, users can participate in events, webinars and mentorship programmes, as well as promote their innovations and find potential partners and investors. It is an essential tool for accelerating the growth of innovative companies and facilitating their market entry. InnoNext will be able to use autonomously this specific channel to promote the Calls for Interest and the opportunities for the EIC specific target audience.*

The following table show a synthesis of the EU Channels available to InnoNext communication activity.



Table 4 - EU Programmes Main Communication Channels

EU Programmes	EIC	MSCA	EIT KICs	ERC	RI
<b>Newsletter</b>	X	X	X		X
<b>Mailing List</b>	X	X		X	X
<b>X (Twitter)</b>	X	X	X	X	
<b>LinkedIn</b>	X		X	X	
<b>Specific Platform</b>	X	X	X		
<b>Press News</b>	X	X			

#### 4.1.1. Communication Management with EU Programmes

The InnoNext Consortium identify a Communication Management Plan in sound with EU programmes. The actions implemented are as follows:

1. Participation to the Monthly Update managed by the EIC Communication Office, to be aligned with the Program objectives and follow the EIC schedule of Communication Activity. The online meeting provides a periodical knowledge & experience exchange with EIC funded Projects.
2. Production of a shared document with EU Prog. Communication Offices which show the quarterly communication plan, indicating which kind of support is expected from EU Programmes, the favoured schedule to reach the best effectiveness and deadlines.
3. Creation of a Communication Resources Web Page (part of the InnoNext-project website) visible only for those who have direct access to the shared link. There are collected the main resources relate to the Communication activity. Periodically the Resources will be updated aligned with the Communication Plan Tasks. The documents provided are:
  - a. The logo (with a positive and negative version)
  - b. The Brand Manual;



- c. A copy for the newsletter to introduce the InnoNext Initiative to the Programmes Ecosystem;
- d. A copy for a newsletter addressed to Hosting Companies;
- e. A copy for a newsletter addressed to Visiting Talents;
- f. A copy for an article introducing the InnoNext Initiative.
- g. A copy for an email to be sent via mailing list by programmes who prefer it (one general version, one dedicated to HC, one dedicated to VT);
- h. The Official Pitch PDF of the InnoNext Initiative.

Each document is related to the Communication Plan where are defined the timeline and the schedule to regulate the use of each resource.

- 4. Periodic contact (approximately at the beginning of each month) with EU programmes' Communication Office in order to share updated information within the resources, highlight communication goals for the month ahead, and timing needs to achieve the best results. The update will be done through email, and with online meeting when needed.

## 4.2. Communication Channels of InnoNext

Dissemination channels are the tools used to spread the project key messages, news and results to the target audience; they define 'how' the project will be communicated. They will include the following:

**Website** - <https://innonext-project.eu/en/>

A dedicated website featuring project information, objectives, results, partners, and events is online. The public website act as the **main touchpoint** of the InnoNext Initiative both for Hosting Companies and Visiting Talents where visitors can find all the information (general info about the scheme, detailed info for the calls) about the opportunity and take advantage of it. The Website has the role to be the main and direct access to the InnoNext Platform, the technological tool where the matching is managed. The website will collect the official guidelines to apply to the platform, the main contact point to be supported, and a section dedicated to the Frequently Asked Questions (FAQ), that will be implemented along the implementation and related to the main doubts highlighted by the beneficiaries (see the complete structure in 4.2.1).

**Official Mail:** [info@innonext-project.org](mailto:info@innonext-project.org)



The official InnoNext email address has been created as a fundamental tool to centralize and manage all communications from the various designated channels. This address is clearly indicated in the "Contacts" section of the website (see 4.2.1) and is linked to the initial contact form available on the platform. The creation of this email aims primarily to establish a direct and immediate relationship with the beneficiaries of the project, providing a unique and reliable point of reference for all communication needs.

Through this mailbox, the InnoNext team ensures support throughout the various steps of the project framework, offering detailed information and clarifications on any doubts. Additionally, the centralized management of Q&A allows the collection of valuable feedback and the identification of frequently asked questions, which can subsequently be integrated into the FAQ section of the website, thereby improving the accessibility and transparency of the information provided.

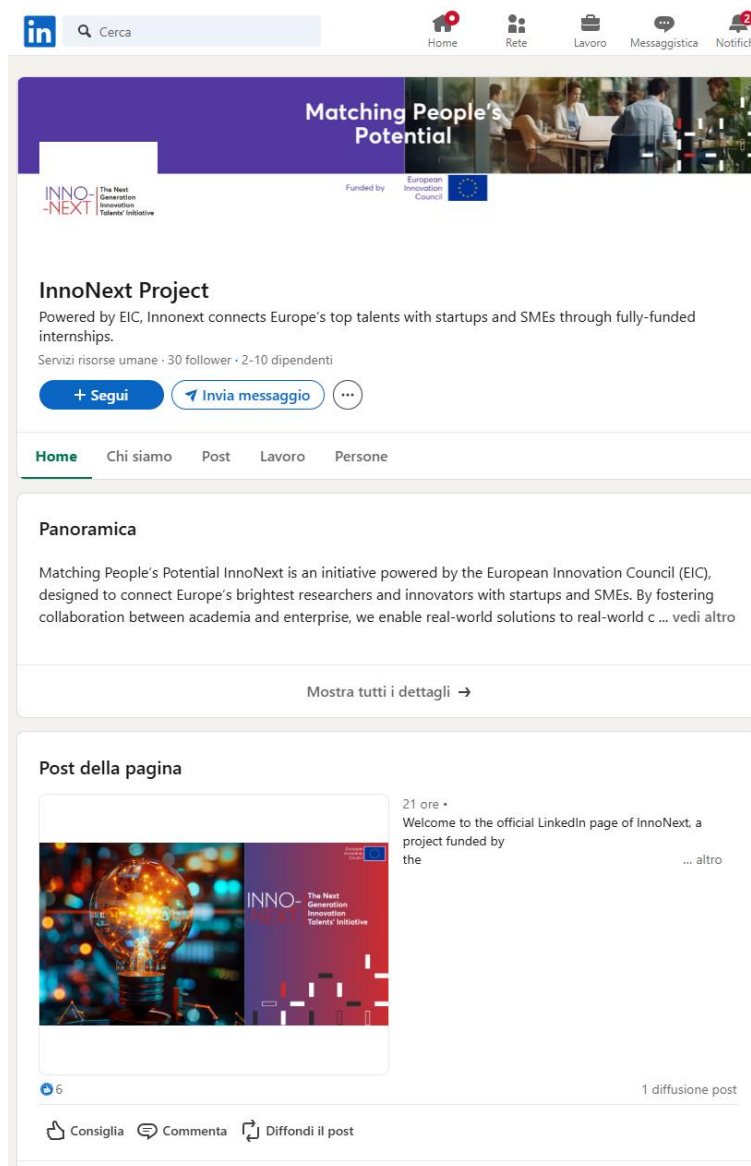
Every communication is delivered to the [info@innonext-project.eu](mailto:info@innonext-project.eu) mail account, which is managed directly by the Consortium.

**Social Media.** An in-depth analysis was conducted to identify the most suitable social media channels for the project's communication strategy. The selection was based on the target audience, engagement potential, and alignment with the project's goals and values. Furthermore, emerges that there is a clear need for **InnoNext** to align with the social media platforms that are most widely used by other **EU-funded programmes**, which are key for engaging the innovation ecosystem.

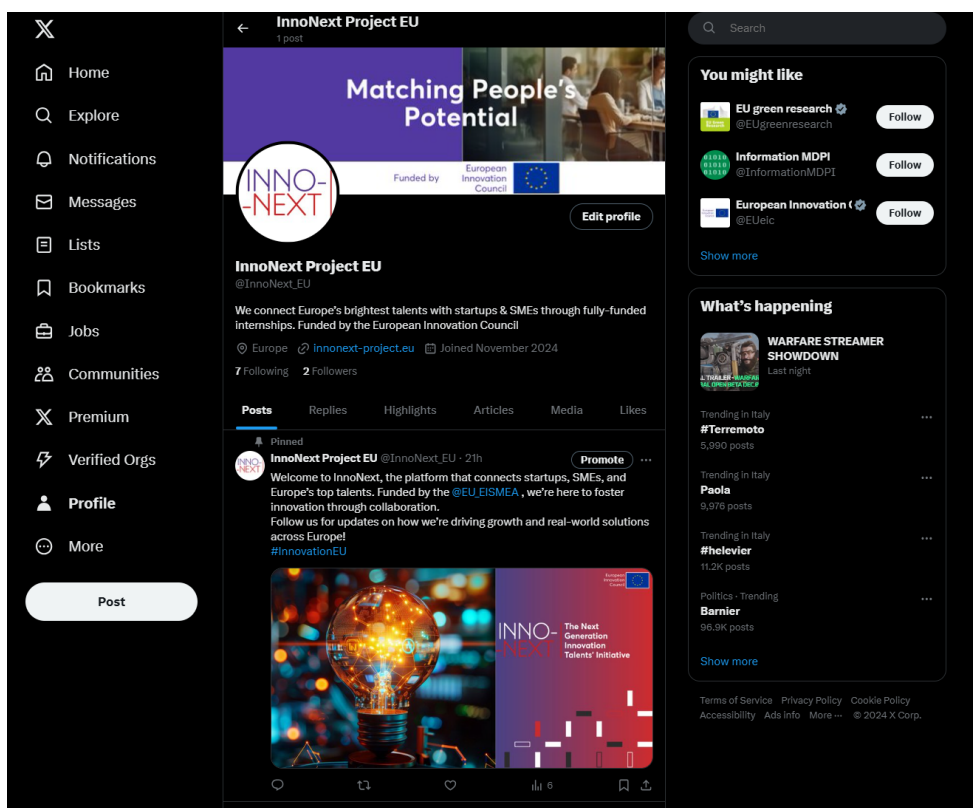
This study will guide the implementation of a tailored social media strategy, leveraging platforms best suited to the project's needs.

**LinkedIn** and **X (ex-Twitter)** as the most suitable platforms for the project's communication strategy.

**LinkedIn:** <https://www.linkedin.com/company/innonext-project-eu/about/> is essential for reaching professionals, startups, SMEs, and decision-makers within the innovation and tech ecosystem. Its focus on B2B networking makes it the ideal platform for fostering partnerships, sharing insights, and engaging with industry stakeholders.



**X (ex-Twitter):** @InnoNext\_EU [https://x.com/InnoNext\\_EU](https://x.com/InnoNext_EU) allows for real-time updates and is a key channel for engaging with a broader audience, including policymakers, innovators, and tech enthusiasts. Its rapid, concise communication style enables the project to participate in relevant discussions, amplify key messages, and build visibility within the EU innovation landscape.



A tailored **social media content strategy** has been created for each platform, ensuring that both **LinkedIn** and **Twitter** are optimized to their full potential. The goal is to maximize outreach and engagement, ensuring the effective dissemination of the project's activities, achievements, and impact. Each strategy will be aligned with the specific audience and communication style of the respective platform, fostering targeted interactions with key stakeholders and amplifying the project's visibility within the innovation and EU ecosystem.

The posts will include direct tags to program pages to enhance resonance on EU Programmes official channels and encourage reposting by communication offices when possible. Additionally, each post will feature specific tags to attract a broader audience to the InnoNext pages. Moreover, in agreement with the Programmes, cross-posts and partnership posts will also be shared. The benefits of this approach are the following:

1. **Increased visibility:** Expand the project's reach by engaging the audiences of all partners.
2. **Strengthened collaboration and partner valorization:** Showcase the coordination and unity within the consortium, and promote the expertise and opportunity provided by Program Partners.
3. **Support for dissemination:** Help meet the communication requirements set by the EU.



4. **Stakeholder engagement:** Attract interest from relevant target groups for the project inside the EU Prog Ecosystem.
5. **Brand consolidation:** Strengthen the project's identity and recognizability, thanks to the support provided by Institutional Entities like EU Programmes.

**Newsletter:** a newsletter will be developed as a key communication tool to keep stakeholders informed about the project's progress, milestones, and opportunities. It will provide regular updates on achievements, upcoming events, and relevant insights, tailored to the interests of the target audience. The newsletter will be structured to emphasize both the technical aspects of the project and the human impact, fostering ongoing engagement and connection with the community. By integrating engaging content and a clear call to action, the newsletter will contribute to maximizing the project's visibility and outreach.

**Events:** in agreement with the EU Programmes and when it's possible, the Consortium will participate at the online and/or in-presence events organized and scheduled by the Programmes themselves. During the co-design activity, in fact, it emerged the opportunity to be host at the official launch of the different Programmes calls and at sectorial events, with the aim to pitch the InnoNext Scheme and reach potential beneficiaries.

#### 4.2.1. Website architectures

The website is structured to guide two main types of users: **Talents and Companies**, through a process that helps them engage with the platform. There are dedicated sections for talent recruitment, company participation, and support throughout the process. Additionally, the site provides downloadable resources and frequently asked questions (FAQ) to assist beneficiaries.

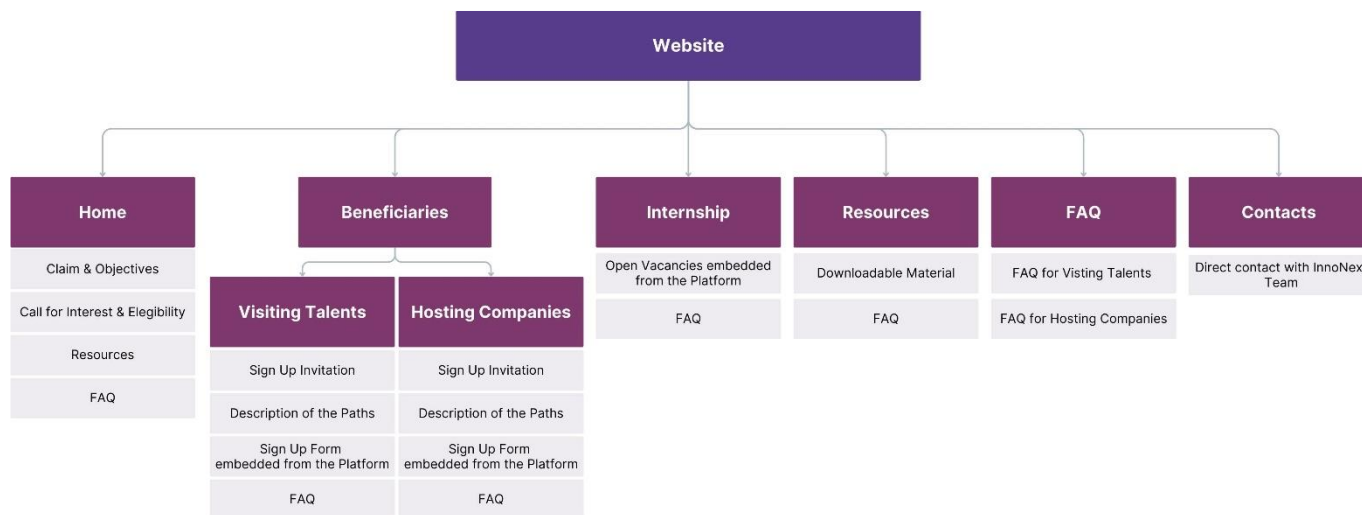
The following diagram give a clear vision of the website structure, ensuring that both talents and companies can easily navigate the platform, apply for opportunities, and receive support where needed. In addition, **embedding with the InnoNext platform is provided** on specific pages of the site. The elements being integrated are:

- Form for the collection of talent information that enables the direct creation of the account on the Platform from the Website itself;
- Form for the collection of company information that enables the creation of the account on the Platform which has to be confirmed by the Consortium, after the eligibility check;
- Display of some available internship posted by companies with the aim to rise curiosity and interest in the newcoming talents;



- Direct access to the Platform, which is useful both for new members and for having a reference point for those who are already registered instead.

Figure 5 - Website Structure

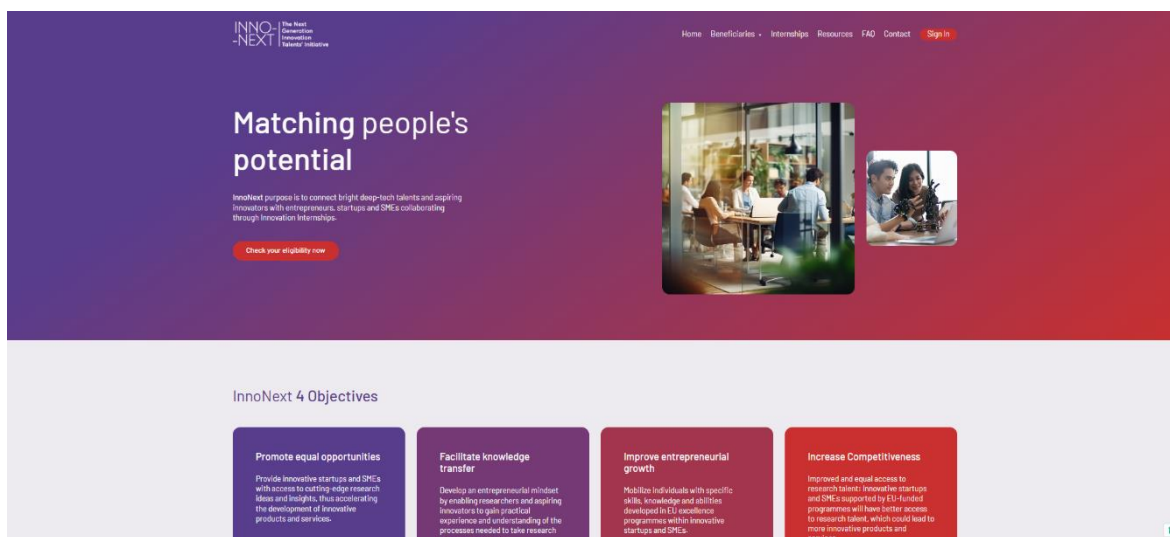


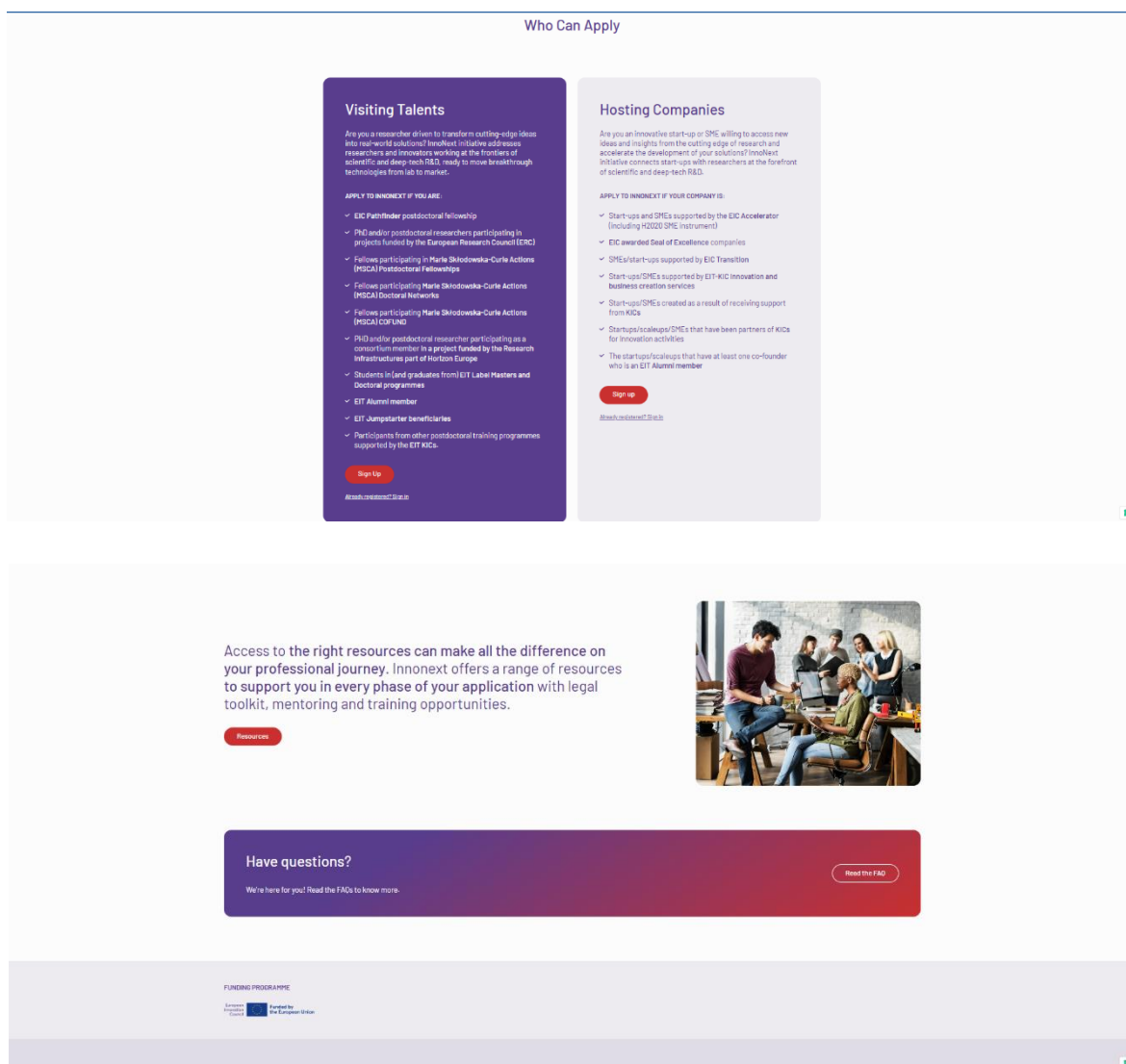
The website is online, visit the link: <https://innonext-project.eu/en/>

Breakdown of Each Section:

1. Home

Figure 6 - InnoNext Website Home Screen





**Purpose:** This is the home page for the website, serving as an entry point.

**Content:**

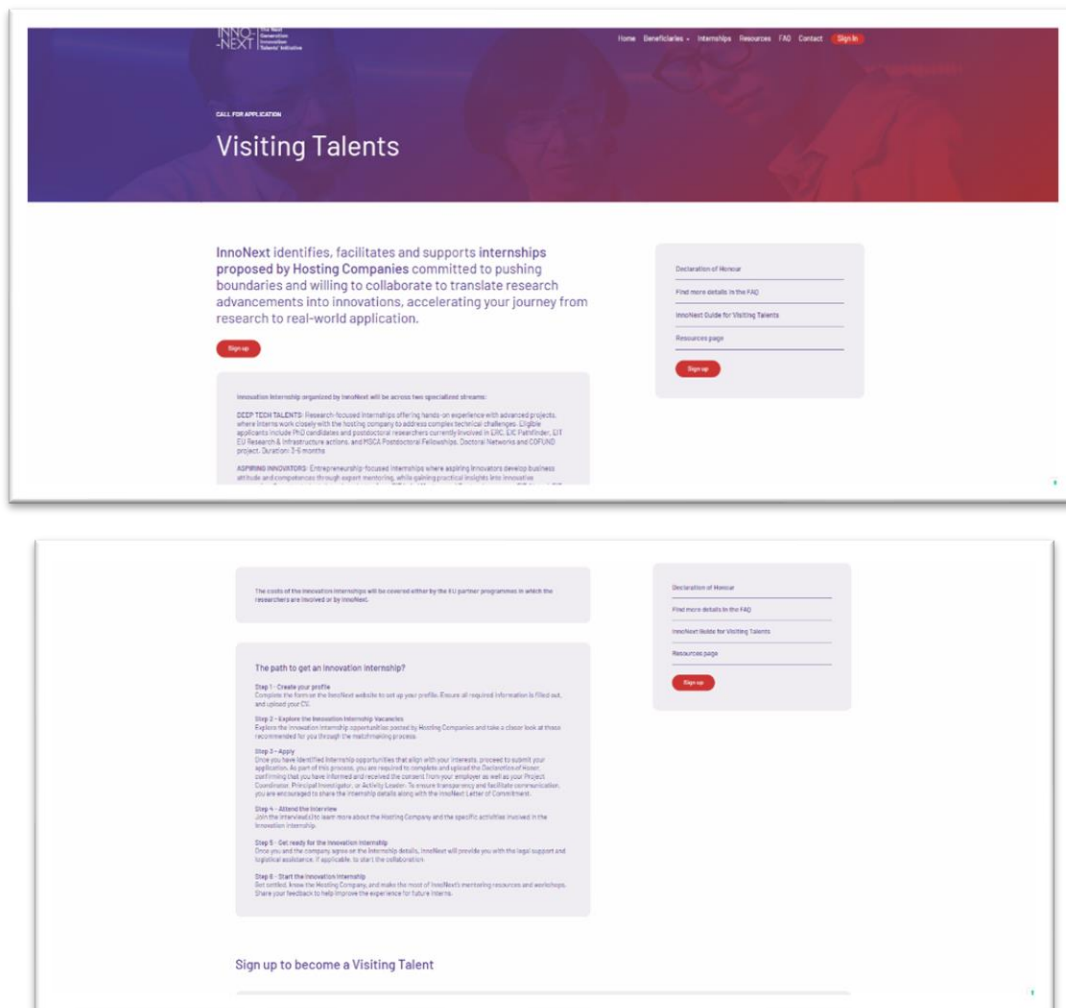
- A claim for **InnoNext** that highlights the human-centred approach and vision;
- A brief description aimed at engaging visitors to explore the portal, aligned with the Mission;
- **Calls for Interest:** a window dedicated for Talents and Companies each where are highlighted the eligibility guidelines.
- "Apply Now" buttons for both talents and companies. In this section will be provided a direct access to the platform and to the Registration Forms;
- An overview of the main plus that the beneficiaries can exploit such as the Mentoring activities and the Resources;

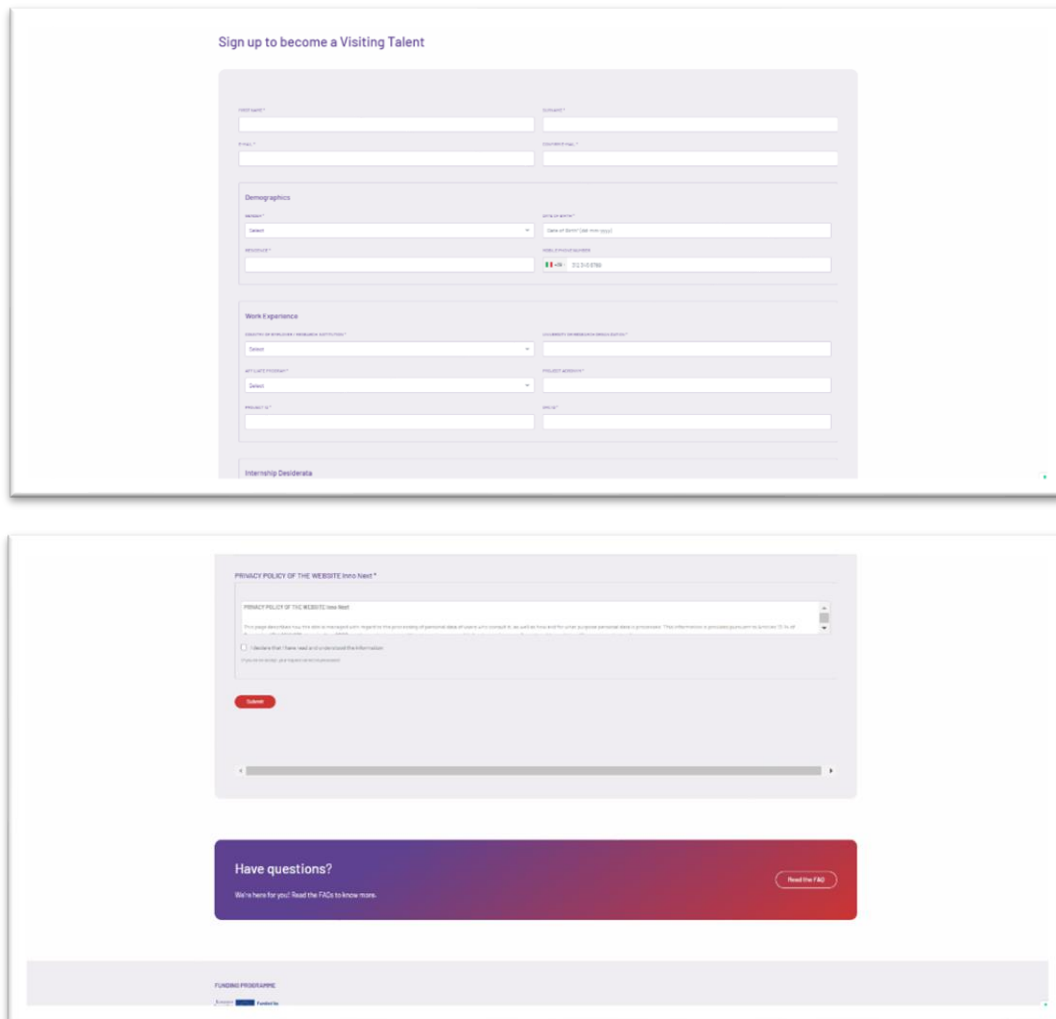


- Information about **partners** followed by links to the project's **social media** and contact details.

## 2. Beneficiaries

Figure 7 - InnoNext Visiting Talents Page Screen





**Purpose:** To explain the participation process and benefits to both talents and companies. In both subsections a sidebar will help the user with the navigation inside the website.

- **Subsections:**

- **Visiting Talents:**

- Describes the two career paths, **DeepTech** and **Aspiring Innovators**;
    - Explains the specific benefits for talents, such as internships and workshops;
    - An embedded section of the InnoNext Platform is provided, to facilitate the registration activity.
    - Link to the FAQ section

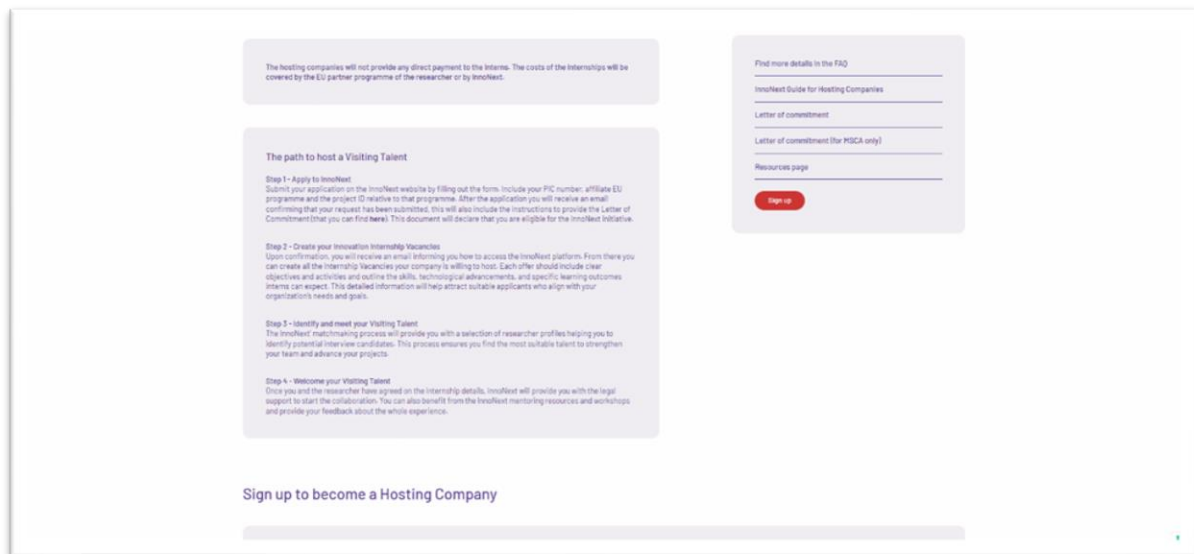
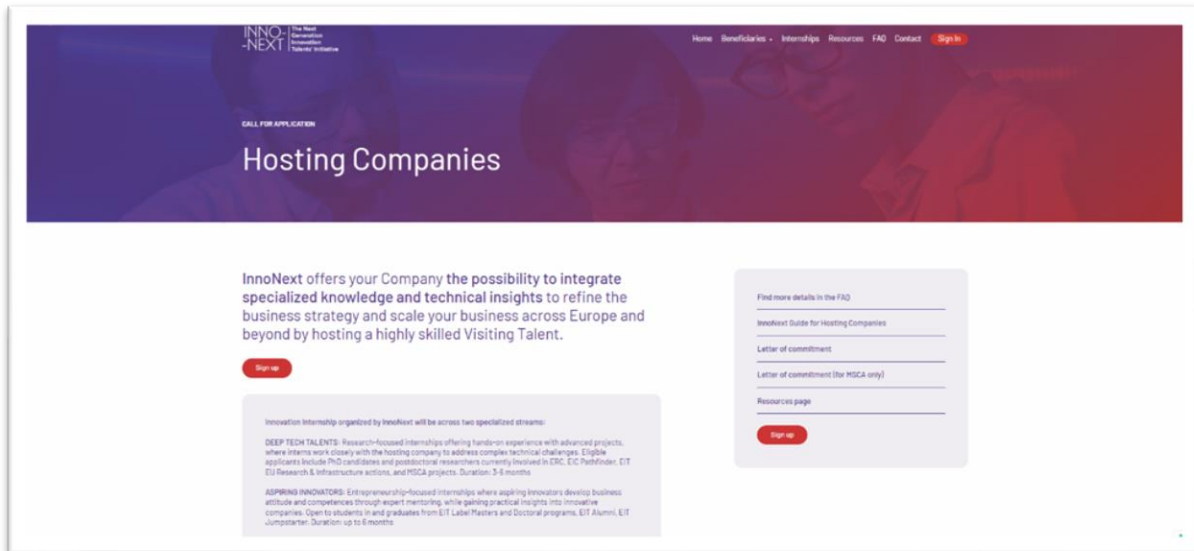
- **Hosting Companies:**

- Describes who can participate from the company's side;
    - Outlines the benefits of participation, such as access to talent;
    - An embedded section of the InnoNext Platform is provided, to facilitate the registration activity.



▪ **Link to the FAQ**

Figure 8 - InnoNext Hosting Companies Page Screen





**Sign up to become a Hosting Company**

**Company Information**

<small>COMPANY NAME*</small>	<small>COMPANY REPRESENTATIVE*</small>
<input type="text"/>	<input type="text"/>
<small>COMPANY CODE*</small>	<small>COMPANY WEBSITE</small>
<input type="text"/>	<input type="text"/>

**Eligibility**

<small>APPLICANT COUNTRY*</small>	<small>APPLICANT ADDRESS*</small>
<input type="text"/>	<input type="text"/>
<small>APPLICANT ID*</small>	<small>APPLICANT PHONE*</small>
<input type="text"/>	<input type="text"/>

**Contacts**

<small>FIRST NAME*</small>	<small>SURNAME*</small>
<input type="text"/>	<input type="text"/>
<small>EMAIL*</small>	<small>TEL. NUMBER (OPTIONAL)*</small>
<input type="text"/>	<input type="text"/>

[PRIVACY POLICY OF THE WEBSITE Inno Next\\*](#)

**PRIVACY POLICY OF THE WEBSITE Inno Next\***

PRIVACY POLICY OF THE WEBSITE Inno Next

This page describes how the site is managed with regard to the processing of personal data of users who consult it, as well as how and for what purpose personal data is processed. This information is provided pursuant to Article 12 of the Regulation (EU) 2016/679 (GDPR).

I declare that I have read and understood the information.  
(Please do not select your request until you have read the information.)

---

**Captcha**

CAPTCHA

5bc851

**Have questions?**  
We're here for you! Read the FAQs to know more.

[Read the FAQ](#)

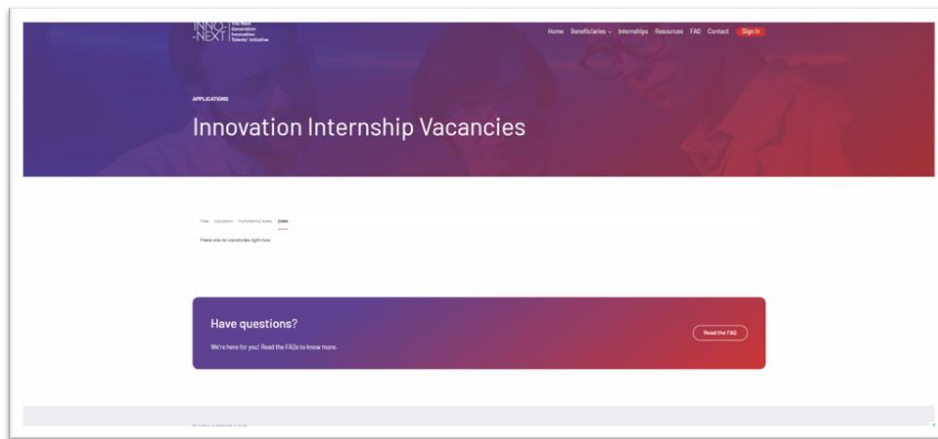
### 3. Internship

**Purpose:** This is the section dedicated to the display of Innovation Internship Vacancies

- **Content:**
  - An embedded section of the InnoNext Platform is provided, to show the open vacancies;
  - Link to the FAQ.



Figure 9 - InnoNext Innovation Internship Vacancies Page Screen



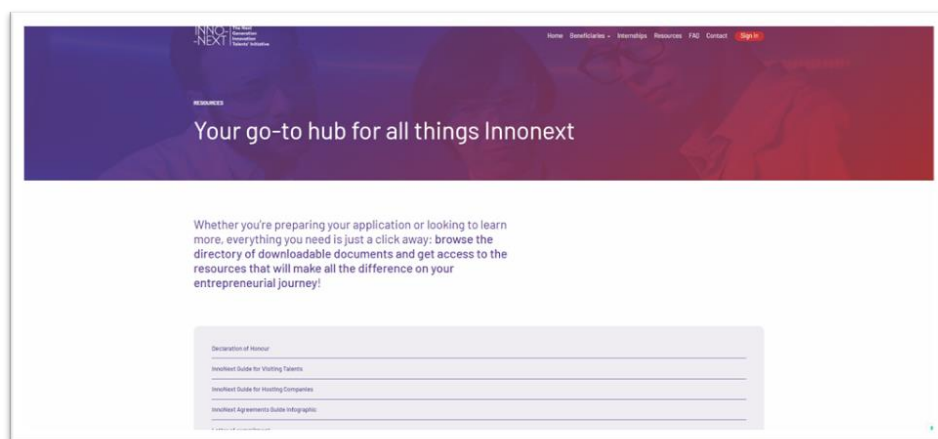
#### 4. Public Resources

**Purpose:** A section dedicated to the downloadable documents and Templates to prepare the Beneficiaries to the different steps of the InnoNext Scheme. There will be collected the "InnoNext Guide for Visiting Talents", "InnoNext Guide for Hosting Companies", the InnoNext Agreement Toolkit (Guide; Declaration of Honour; Letter of Commitment). Moreover, the Frequently Asked Questions (FAQ) will be collected and periodically updated.

- **Content:**

- o Downloadable resources always updated at the last version;
- o A frequently asked questions section with general inquiries.

Figure 10 - InnoNext Public Resources Page Screen



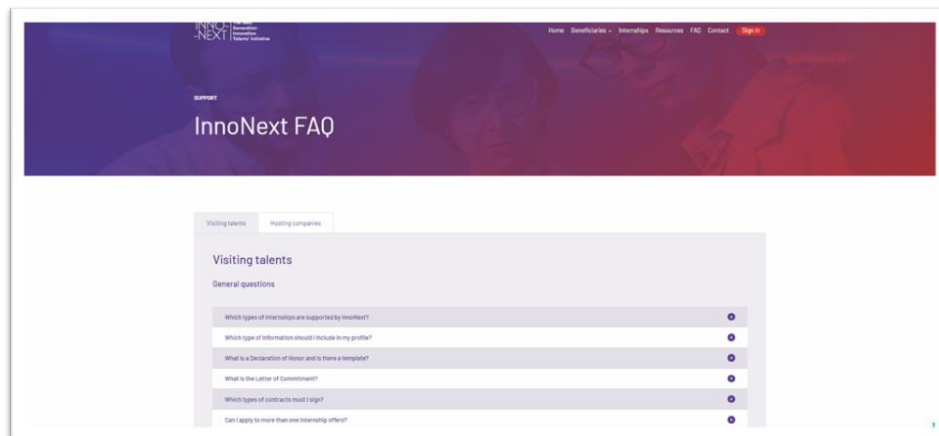


## 5. Frequently Asked Questions (FAQ)

**Purpose:** A section dedicated to the Frequently Asked Questions which will be updated with the main questions collected during the 5 iterations of the calls.

- **Content:**
  - FAQ for Visiting Talents
    - General Questions
    - If you are a researcher from *\*a section for each EU Program\**.
  - FAQ for Hosting Companies
    - General Questions
  - A contact box to collect new questions if needed.

Figure 11 - InnoNext FAQ Page Screen



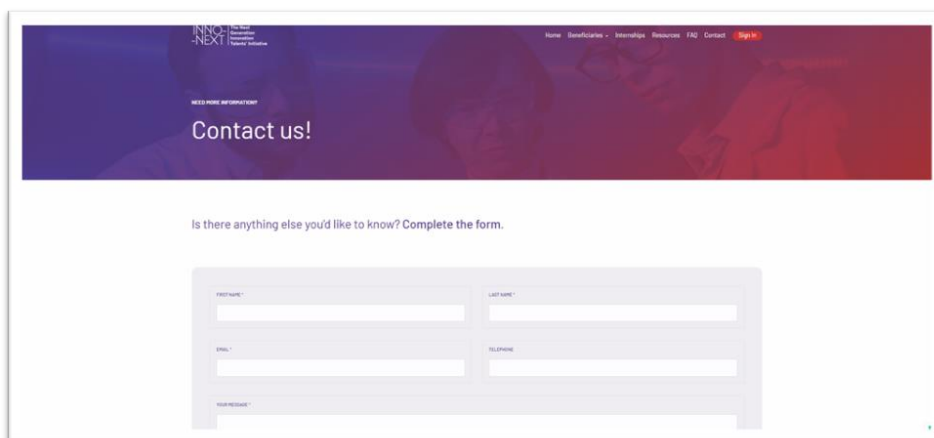
## 5. Contacts

**Purpose:** To offer users ways to get in touch with the project team.

- **Content:**
  - Contact options, likely via email, redirected to [info@innonext-project.eu](mailto:info@innonext-project.eu)
  - Details on the types of contacts available, focusing on **administrative** and **technical** support.

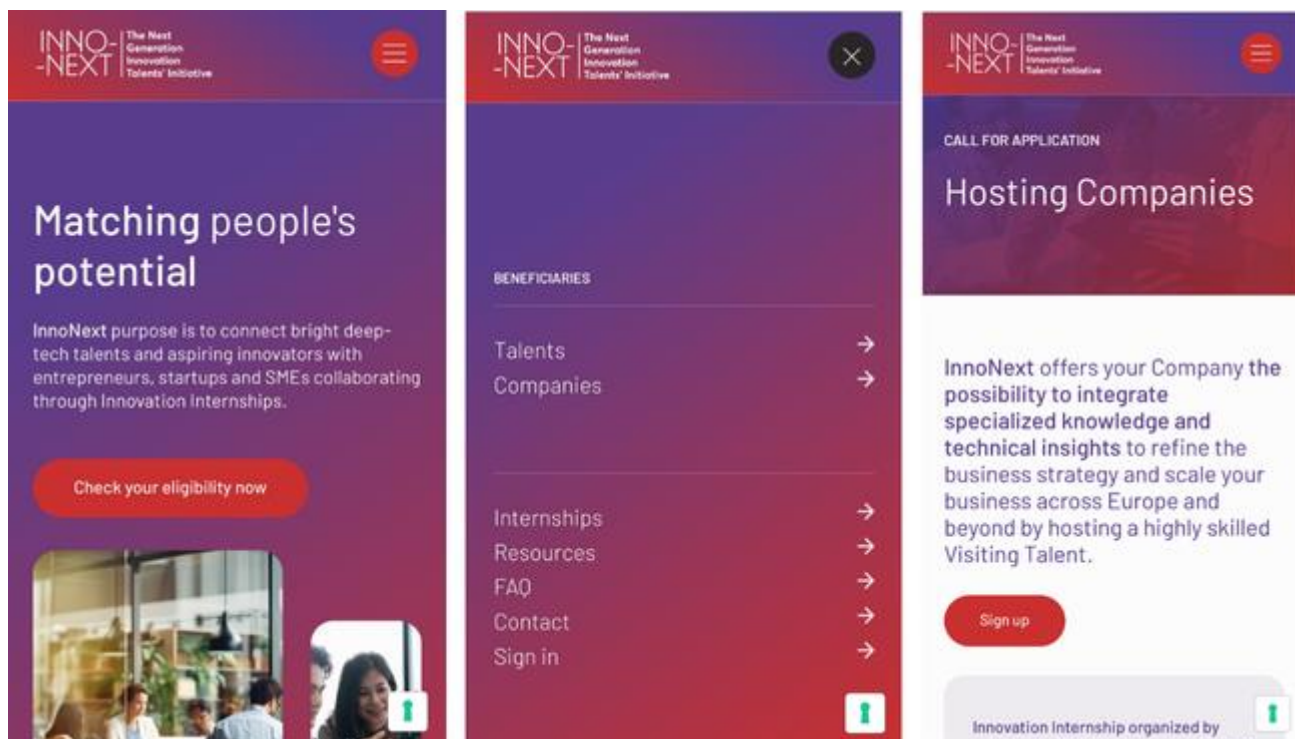


Figure 12 - InnoNext Contact Page Screen



The website is designed to adapt seamlessly to different operating systems and devices, ensuring a smooth user experience and high aesthetic quality in every context. It is also optimized for accessibility, such as an intuitive structure, and the use of high-contrast colours and tones designed to facilitate readability.

Figure 13 - InnoNext Website seen by a Phone Browser





#### 4.2.2. Dissemination Materials

The Dissemination Materials section will include a variety of resources designed to inform, engage, and educate different audiences about the InnoNext project. These materials will help spread awareness of the platform's goals, successes, and opportunities. The content will be adapted for different stakeholders, such as potential talents, companies, partners, and the general public. Below are key elements to include:

##### *Brochures and Flyers:*

- Professionally designed PDFs that summarize the mission, vision, and benefits of InnoNext;
- Targeted versions for **talents, companies, and partners**;
- Clear calls to action, including how to join the platform and participate in the initiative.

##### *Social Media Content:*

- Shareable content such as infographics, posts, and stories for platforms like LinkedIn and X;
- Highlights of success stories, testimonials, and case studies from both talents and companies.

##### *Video Presentations:*

- Short, dynamic videos explaining the InnoNext initiative and the benefits for talents and companies;
- Videos should feature interviews with participants, showcasing their experience and the value of the platform.

##### *Press Releases:*

- Announcements for key milestones of the project;
- Regular updates to keep the broader community informed about the platform's progress and results.

##### *Website Resources:*

- A dedicated section for downloadable dissemination materials, ensuring easy access for users and stakeholders;
- Embed links to **brochures, reports**, which enhance the platform's visibility.

##### *Newsletters:*

- Regular email updates for registered users, companies, and stakeholders;



- Newsletter content will include application deadlines, and platform updates.

These dissemination materials will help **InnoNext** reach a wider audience, establish credibility, and encourage participation from both talents and companies, ensuring that the platform continues to grow and thrive.

## 5. Communication Plan

The InnoNext content plan is designed to support the program's ambitious goal of activating **600 fully-funded internships** over two years by engaging with startups, SMEs, and Europe's top talents. This plan balances the need to build awareness, foster engagement, and drive registrations, while emphasizing **success stories** to showcase the real-world impact of the initiative.

The following strategic approach guides the definition of the Communication Plan, with specific actions designed to build awareness, engagement, and conversion over the duration of the project.

### Strategic Approach:

InnoNext's communication strategy focuses on three interconnected phases:

**Awareness:** Establishing InnoNext's presence, explaining its value proposition, and introducing the initiative to target audiences.

**Engagement:** Building trust and fostering connections through stories of real-world impact, behind-the-scenes content, and deeper interaction.

**Conversion and Retention:** Driving registrations with urgency-focused campaigns and celebrating milestones to solidify InnoNext's reputation.

### 5.1. Content Plan for Each Channel

#### 5.1.1. LinkedIn

**Purpose:** Build awareness, engage with companies and talents, and celebrate milestones.

#### Awareness:

- Explainers: What is InnoNext, and how does it work?
- Benefits Posts: Highlight benefits for talents and companies.
- Early Testimonials: Share insights from initial participants.



- Open Call Announcements: Drive registrations for talents and companies.

#### **Engagement:**

- Success Stories: Showcase impactful collaborations.
- Behind-the-Scenes: Insights into matchmaking and onboarding.
- Milestones: Celebrate reaching the first 100–200 internships.

#### **Retention and Growth:**

- Community Highlights: Posts featuring talents and companies from the network.
- Webinar Promotions: Announce and recap live events and Q&A sessions.
- Countdown Posts: Push remaining open calls with urgency.

#### **Celebration:**

- Milestones: Celebrate the achievement of 600 internships.
- Alumni Stories: Highlight long-term impacts of participation.

### **5.1.2. Twitter**

**Purpose:** Updates, concise CTAs, and community interaction.

#### **Awareness:**

- Quick Facts: Bite-sized posts about InnoNext benefits.
- Polls: Engage the audience with interactive questions.
- Open Call Teasers: Build anticipation for registration deadlines.

#### **Engagement:**

- Success Snippets: Short stories showcasing real-world impacts.
- Program Metrics: Updates on the number of internships activated.
- Live Content: Tweet during webinars and Q&A sessions.

#### **Retention and Growth:**

- Interactive Content: Reply to questions and highlight testimonials.
- Countdown Tweets: Remind audiences about approaching deadlines.
- Milestone Posts: Share progress toward the 600-internship target.

#### **Celebration:**

- Achievement Graphics: Highlight key successes.
- Alumni Spotlights: Share quotes and achievements of past participants.

### **5.1.3. Newsletter**

**Purpose:** Provide detailed updates, promote open calls, and share success stories.

#### **Year 1 Content Plan:**

#### **Awareness:**



- Program Overview: Introduce InnoNext and its goals.
- Open Call Promotions: Drive early registrations.
- FAQs: Address common questions about participation.

#### **Engagement:**

- Success Stories: Feature in-depth collaborations.
- Matchmaking Process: Explain how companies and talents are paired.
- Event Recaps: Summarize webinars and Q&A sessions.

#### **Retention and Growth:**

- Program Metrics: Share achievements and progress updates.
- Remaining Spots: Highlight opportunities for late registrations.

#### **Celebration:**

- Milestone Recaps: Celebrate 600 internships and key achievements.
- Alumni Network: Promote follow-up initiatives.

### **5.1.4. Email Templates**

**Purpose:** Empower EU programmes to share InnoNext with their networks effectively.

#### **Key Themes:**

- **Introduction Emails:** Introduce InnoNext and its benefits.
- **Open Call Announcements:** Promote registration deadlines for companies and talents.
- **Success Stories:** Share inspiring examples to drive participation.
- **Follow-Up Emails:** Remind programmes to send additional communications as deadlines approach.

### **5.1.5. Digital Flyers**

**Purpose:** Visually appealing materials to complement email campaigns and social media posts.

#### **Content Plan:**

- **Flyer 1 (Companies):** Highlight benefits for hosting talents, emphasizing the fully-funded aspect.
- **Flyer 2 (Talents):** Focus on gaining real-world experience.

The initial phase of communication, closely tied to the project's launch, relied primarily on oral communication and word-of-mouth to activate the **existing EU networks** connected to the InnoNext Consortium, such as the Réseau Entreprendre France Federation.

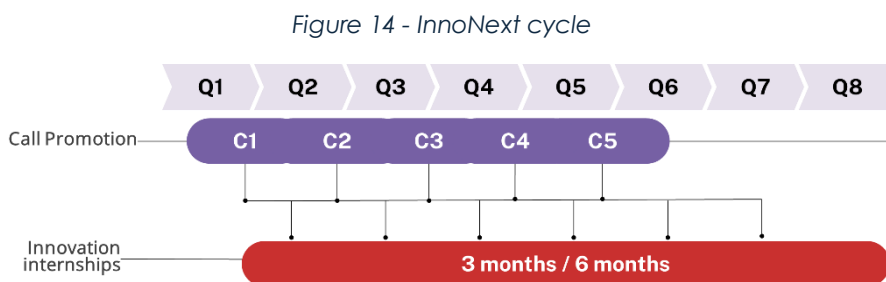


At the launch of the Call for Hosting Companies (02 December 2024), the following contents were being published:

- EIC Article (see Annex 4) inserted in the Institutional section of the EIC Website and dedicated to a first presentation of the InnoNext Initiative
- EIC Community Article (see Annex 5) focused on the benefit of the Initiative, eligibility criteria and how participate.
- EIC LinkedIn Post (see Annex 6)
- InnoNext X (Twitter) Post (see Annex 7)

Considering the iterative process of InnoNext Scheme, each Communication step will have a tailored plan to ensure that the communication goals are met at every cycle. In fact, as outlined in the D1.1, **5 cycle** will be carried out during the two years (Figure 14). This will allow the communication strategy to be adjusted according to the results obtained and foster a continuous improvement of the beneficiary engagement process. Moreover, the steps are not intended to be rigidly separated from each other but rather as activities in dialogue to increase the ability to reach the desired and diverse target.

Dissemination activities will be performed throughout the **24 months** project duration. The main communication actions are outlined below and in the Annex 3.





## 6. Indicators and KPIs to monitor the implementation

This chapter estimates web traffic statistics for the Innonext website and outlines the Key Performance Indicators (KPIs) designed to measure the effectiveness of the communication assets and strategies employed by the InnoNext project.

The communication plan includes various operational assets aimed at activating **multiple online and offline touchpoints**.

These touchpoints are essential for maximizing engagement and visibility across different channels, ensuring that the project achieves its goals of activating 600 internships and increasing awareness of European programmes.

By monitoring these KPIs, the consortium will be able to evaluate progress, optimize communication efforts, and ensure that both the online and offline strategies are driving meaningful results.

### Estimation of Innonext website web traffic

In order to estimate the Website Traffic on the InnoNext page, a market study was conducted on the reference platforms, which is the platforms of the EU partner programmes. The study analysed traffic data from a designated online tool in order to acquire the information on Website Visits, Unique Visitors, and Visits from social media, specifically LinkedIn and Twitter, namely the platform used for the InnoNext project.

Program Website	Yearly Visits	Yearly Unique Visitors	Yearly Traffic from LinkedIn	Yearly Traffic from Twitter (X)
EIC	1.473.996	641.184	64.765	1.071
EIT	1.134.060	492.768	5.633	6.212
ERC	5.009.448	2.053.872	103.373	93.586
MSCA	2.651.100	1.327.236	31.764	43.017
EISMEA (EIC Community Platform)	162.420	69.708	242	0
<b>Total</b>	<b>10.431.024</b>	<b>4.584.768</b>	<b>205.777</b>	<b>143.885</b>



This data was used to predict a possible behaviour of the traffic on the InnoNext website since the target audience is specifically shared with the previous programmes and related websites, and because the website and social activity is planned to be in partnership with the cited programmes through shared content.

To reach an estimate of the traffic coming from the partner programmes, it was hypothesised that **only a small percentage of the traffic** on the cited platforms is going to get interested and redirected to the InnoNext website, mainly from the EIC community Platform.

Therefore, the previous arguments lead to the following data:

InnoNext Visits	InnoNext Unique Visitors	InnoNext Traffic from LinkedIn Partnership Post	InnoNext Traffic from Twitter (X) Partnership Post
<b>8.383</b>	<b>3.652</b>	<b>1080</b>	<b>720</b>

Nevertheless, the traffic volume was clustered and subdivided into the 5 different cycles of the project, following a pattern that increases constantly at every subsequent cycle.

Traffic data is therefore hypothesized as follows:

InnoNext Website Visits Cycle 1	InnoNext Website Visits Cycle 2	InnoNext Website Visits Cycle 3	InnoNext Website Visits Cycle 4	InnoNext Website Visits Cycle 5	InnoNext Website Visits Total
<b>559</b>	<b>1.118</b>	<b>1.677</b>	<b>2.235</b>	<b>2.794</b>	<b>8.383</b>

This data already includes social website visits coming from the Social Media Pages.

### KPIs definition

Following the previous market analysis, the following KPIs were defined, in order to always keep the website traffic active through the different communication channels, especially those in partnership with the different EU programmes, hence making the goal of 600 activated internships easier to achieve.



All the abovementioned data is of course an estimate, but it helped understand how the joining of forces through the collaboration of the partner programmes will possibly help reach the scheme goals. The following table hence explains the activity that the InnoNext communication team foresees in order to achieve the objectives.

Table 5 - KPIs description

Asset	Description	KPI Cycle 1	KPI Cycle 2	KPI Cycle 3	KPI Cycle 4	KPI Cycle 5	TOT (Y2)
<b>ONLINE</b>							
Social Media contents (LinkedIn)	Number of posts, video photos etc	20 +	< 30+	< 40 +	< 30 +	< 30 +	150+
Social Media contents (Twitter)	Number of interactions (likes, retweets, mentions) on Twitter posts	20 +	< 30 +	< 40 +	< 30 +	< 30 +	150+
Newsletter Subscriptions	Total number of newsletters	3 +	3 +	3 +	3 +	3 +	15 +
Articles EIC Community Platform	Total number of Articles	6	6	6	3	24	45
Press Release	InnoNext Press Release	1	1	1	1	1	5
<b>OFFLINE</b>							
Participation in Events and Workshops	Number of events where InnoNext is involved	2	2	2	2	2	10



## 7. European Community guidelines

To apply the visibility rules for all the publications and dissemination products, the following elements should be included:

- InnoNext logo;
- The name of the project: acronym and/or full name;
- Acknowledge of the EU-funding (Obligation and right to use the EU emblem): To follow this rule, the EU emblem and the following acknowledgement statement should be added to all communication materials and publications: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 101160467";
- The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana;
- Please do not use the European Commission's logo but the EU emblem.

Figure 15 - The European emblem logo used for EU-funded projects (including InnoNext)



## 8. Main dissemination recommendations to promote the project results after its termination

The main recommendations for the dissemination of results at the end of the project are twofold:

1. To focus on the experience of the Talents within the Companies.
2. To identify InnoNext as the model for promoting initiatives aimed at creating new professional opportunities in high knowledge and innovation sectors (scalability of the model).

The dissemination activities of the InnoNext project aim to share two types of results: **tangible** and **intangible**.



The **tangible results** include: the validated method for matching talent and start-ups/SMEs, the accompaniment and acceleration programmes provided to the beneficiaries, the case histories illustrating successful matching and the project evaluation.

This will also be ensured by the monitoring activity, set up right from the application collection and guided learning, from one cycle to the next of internship activation, through data analysis, feedback and collected results.

**Intangible results** include best practices, knowledge gained, and experiences shared by partner institutions and programme beneficiaries that will identify key recommendations for ex-post dissemination.

The dissemination of the recommendations will involve institutional stakeholders, particularly the European Commission, the respective EU funding programmes, as well as various key actors within the research, innovation and business ecosystems.

As with the Communication and Dissemination Plan of the initiative, a balanced mix of online and offline communication tools will be used to maximise the impact of the dissemination plan.

### *Online Dissemination*

The InnoNext website will have a dedicated section for publishing the project results 'Reports and Documents' such as public technical reports and other documents with free access for all stakeholders.

Through the activated social networks, the stories of the participants will be told. Great emphasis will be placed on storytelling to share experiences and consolidate the InnoNext community.

Always with a vocation for witnessing and sharing experiences and good practices, online workshops/seminars will be planned, already within the accompanying offers of the EIC Coaching Programme.

### *Off-line dissemination*

Off-line dissemination will take place mainly through events providing opportunities for interaction at academic, business and socio-economic EIC events, conferences and workshops.

These events will address target groups with a high need for information and a strong desire for involvement, offering information tailored to specific audiences.



To extend the opportunities of InnoNext and the EU Programmes each consortium representative will activate its own networks. Specifically, Réseau Entreprendre, for its part, will tap into its extensive presence in Europe (e.g., France, Italy, Belgium, Spain, Portugal) and outside Europe to connect with various institutions that are committed to support job creation and entrepreneurial education at scale. Réseau Entreprendre will thus facilitate the uptake of services based on InnoNext to drive initiatives to create a new breed of professional opportunities in knowledge-intensive and innovation-driven sectors.

In addition, they will facilitate collaboration with other European and/or internationally funded projects in the field possibly in the form of joint workshops to foster a useful exchange of knowledge.

**Another dissemination activity planned** is the scientific dissemination of articles in highly relevant international conferences and journals on topics such as human resources, management and artificial intelligence; publication of blogposts and links to specialised media such as Medium. To maximise the impact of dissemination, a specific budget was considered for the publication of the most important scientific papers in Open Access.

## 9. GDPR rules and Privacy Policy

InnoNext respects the privacy of all individual persons and entities, in particular its website and Social Media users, participants at InnoNext events, and stakeholders. The Consortium and RES as communication and participants engagement is committed to protect user's privacy in line with the EU General Data Protection Regulation ("GDPR"). The beneficiaries and stakeholders' information will be securely stored in specially protected servers for the period of InnoNext duration (2024-2026) in addition to 3 years after the termination of the project, i.e. up to 2029; then information would be deleted after this date.

The participants at InnoNext events will be asked for explicit consent to accept the conservation of their data, also website users will be asked for explicit consent to accept cookies with a possibility to delete the contacts at any time through contacting InnoNext consortium at the [info@innonext-project.org](mailto:info@innonext-project.org)

The InnoNext Privacy Policy provides transparency about how the visitors data are collected and used, and it is tailored to specific user groups:

- **Website Visitors:** This part covers data collected from users who browse the website without registering. It explains the type of data collected (e.g., navigation data, cookies), how it's used (e.g., website improvement, analytics), and will be share with (third parties



only when required by law). It also outlines visitors' rights to access, rectify, or erase their data.

- **Visiting Talents:** This part addresses data collected from users who register as "Visiting Talents." It details the additional information collected (e.g., CV, interaction details), how it's used (e.g., managing applications, matching with hosting companies), and with who might share it (hosting companies with their consent). It emphasizes the right to control personal data and choose what information to share.
- **Hosting Companies:** This part explains data collected from companies registering as "Hosting Companies." It details the type of information collected (e.g., company details, contact information, internship offers), how it's used (e.g., managing company registration, facilitating talent matching), and with who might share it (visiting talents with their consent). It emphasizes transparency in the data collection process.

## 10. Conclusions

In conclusion, the InnoNext Communication and Dissemination Plan revolves around two key dimensions that represent the core of the project. On one hand, there is the need to adhere to the requirements and guidelines of EU Programmes, ensuring institutional coherence, transparency, and alignment with the EIC's brand identity. This has involved a structured and collaborative process with European partner programmes, leading to the development of shared strategies. These include the use of dedicated communication channels, the production of coordinated materials, and a well-defined operational plan to meet the required standards.

On the other hand, InnoNext embraces a human-centred and inclusive approach that places beneficiaries at the heart of the project. The communication strategy goes beyond merely sharing technical or operational details; it strives to build authentic connections with participants, highlighting their experiences, skills, and aspirations. This approach is reflected in distinctive elements, such as storytelling scenarios that illustrate the opportunities provided by the project and tailored content for different target groups.

The planning process has resulted in the creation of numerous tools and materials, such as an accessible and functional website with an architecture designed to facilitate navigation and information retrieval, strategic social media channels (LinkedIn and X), newsletters, everything in sound with EU Programmes.

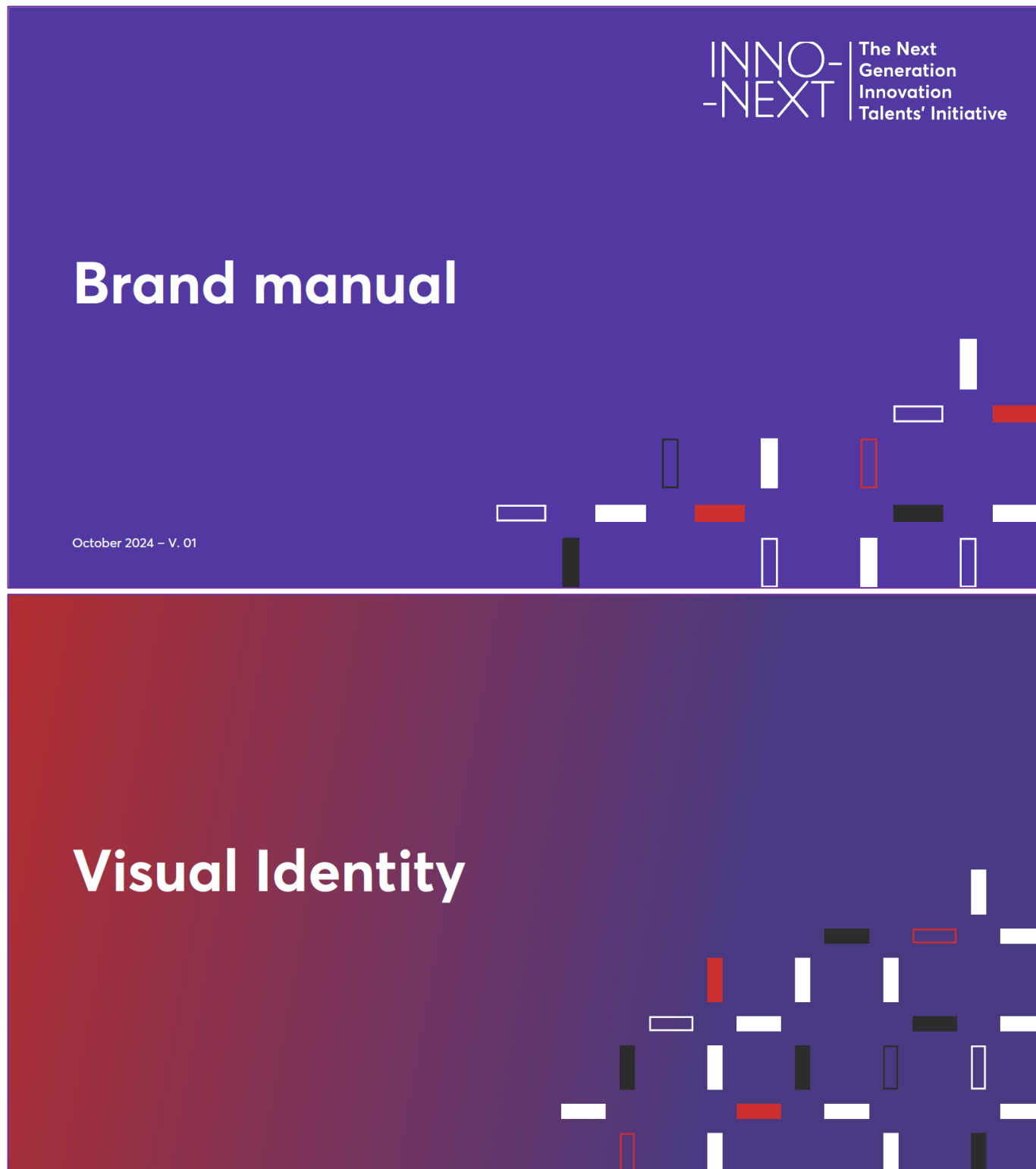


In summary, the plan successfully combines the rigor of institutional communication with the goal of creating an empathetic and participatory experience for beneficiaries. This makes InnoNext not only a tool for innovation but also a model for enhancing human capital within European opportunities.



## 11. Annexes

### 11.1. Annex 1 – Brand Manual





Visual Identity

## Brand mark



Visual Identity

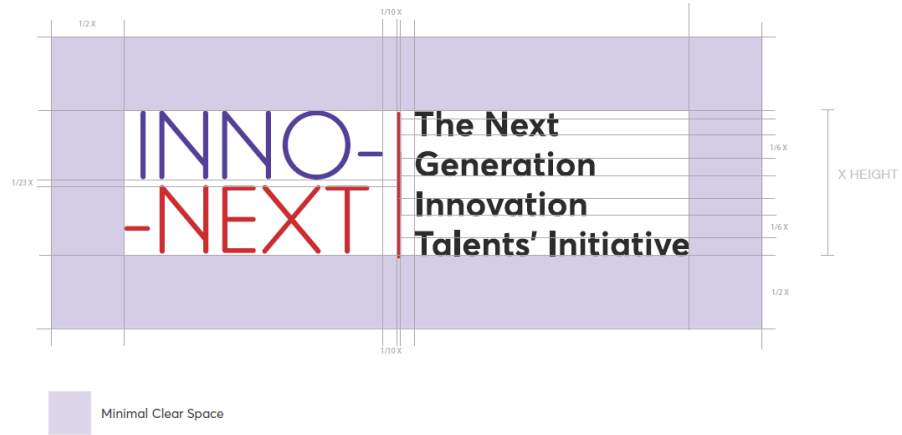
## Chromatic variants





Visual Identity

## Brand mark construction



Visual Identity

## Brand Mark Misuse

Don't rotate the brand mark



Don't use different colours



Don't reposition any elements



Don't change the transparency



Don't change the proportions



Don't change the typography



Don't distort the brand mark



Don't crop the brand mark





Visual Identity

## Colour Palette

Primary		Secondary	
<b>Purple</b>	HEX #5439a1 RGB 84, 57, 161 CMYK 82, 90, 0, 0 Pantone Violet C	<b>Red</b>	HEX #cc2f2f RGB 204, 47, 47 CMYK 14, 96, 92, 4 Pantone 199C
		<b>Black</b>	HEX #2c2c2c RGB 44, 44, 44 CMYK 70, 64, 64, 64 Pantone 426C
		<b>White</b>	HEX #ffffff RGB 255, 255, 255 CMYK 0, 0, 0, 0

Tints

Purple 20%	Red 20%	Black 10%
------------	---------	-----------

Visual Identity

## Typography

# Averta Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
# € + - = @ & 1 2 3 4 5 6 7 8 9 0

# Averta Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
# € + - = @ & 1 2 3 4 5 6 7 8 9 0



Visual Identity  
**Typography**

# Headlines are big and set in bold

## Subheadlines are set in bold

And body text is set in regular

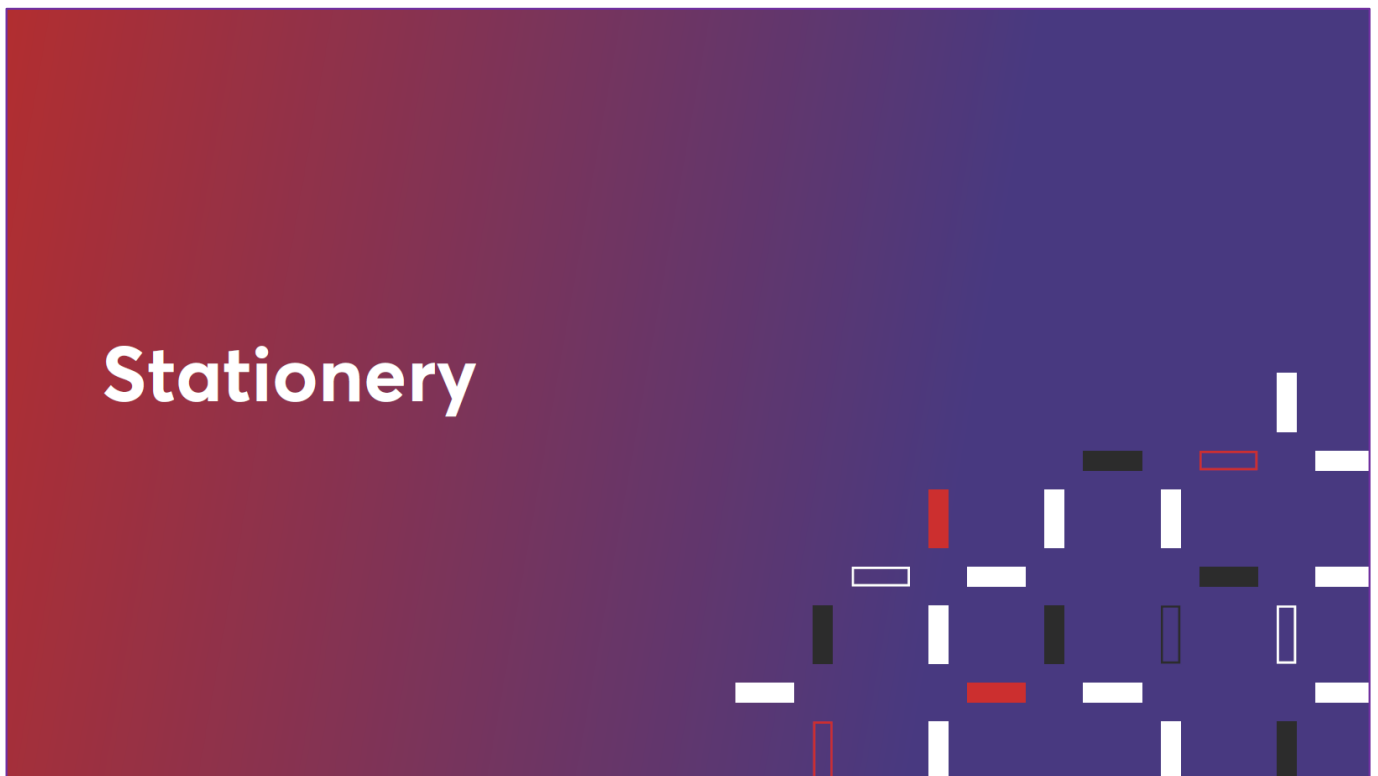
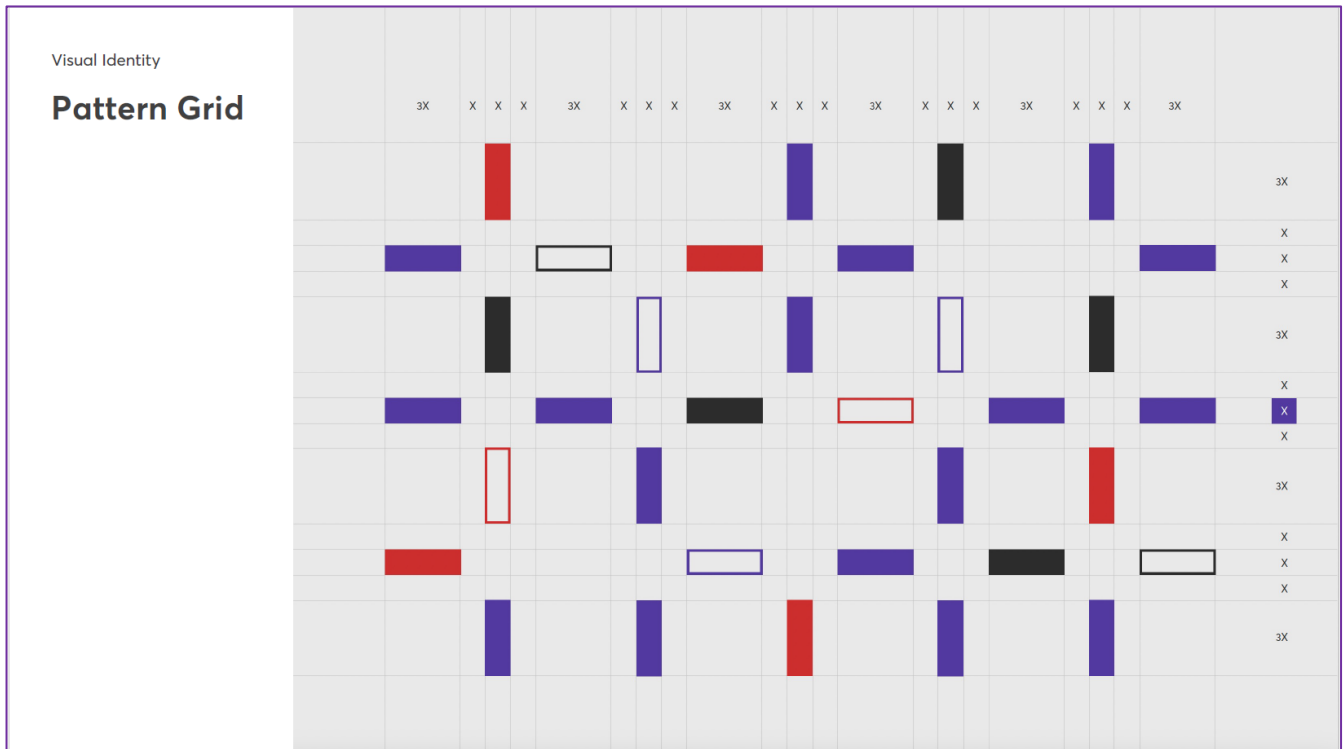
Visual Identity  
**Typography**

**This is a headline** ————— 20 PT.

**This is a subheadline** ————— 12 PT.

This is body text ————— 08 PT.

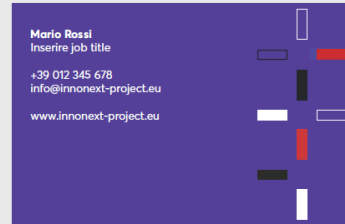
Natum faccus molupti onsequam eium out et ut vid mil estiund icatiost lant repudae sum quatus eicatio cum dusdandant loccupatam acea nonsequatusa nonsequist, quia nobis di nonse id quat. Landaes demquodis quo consequam est modi ipsapitector arum simoluptat hil. Nihiclosped moloreriam, tem et lacerspidi unt at. Dolectem reic tem utem autat. It, arit is exerciis ania quam facepe natur? Unt repeliscia esti illabor alitis expe ium quis anto.





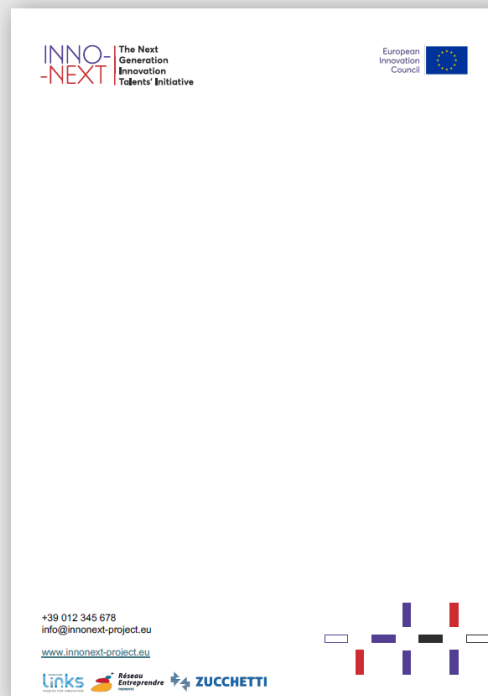
Stationery

## Business cards



Stationery

## Letterhead paper





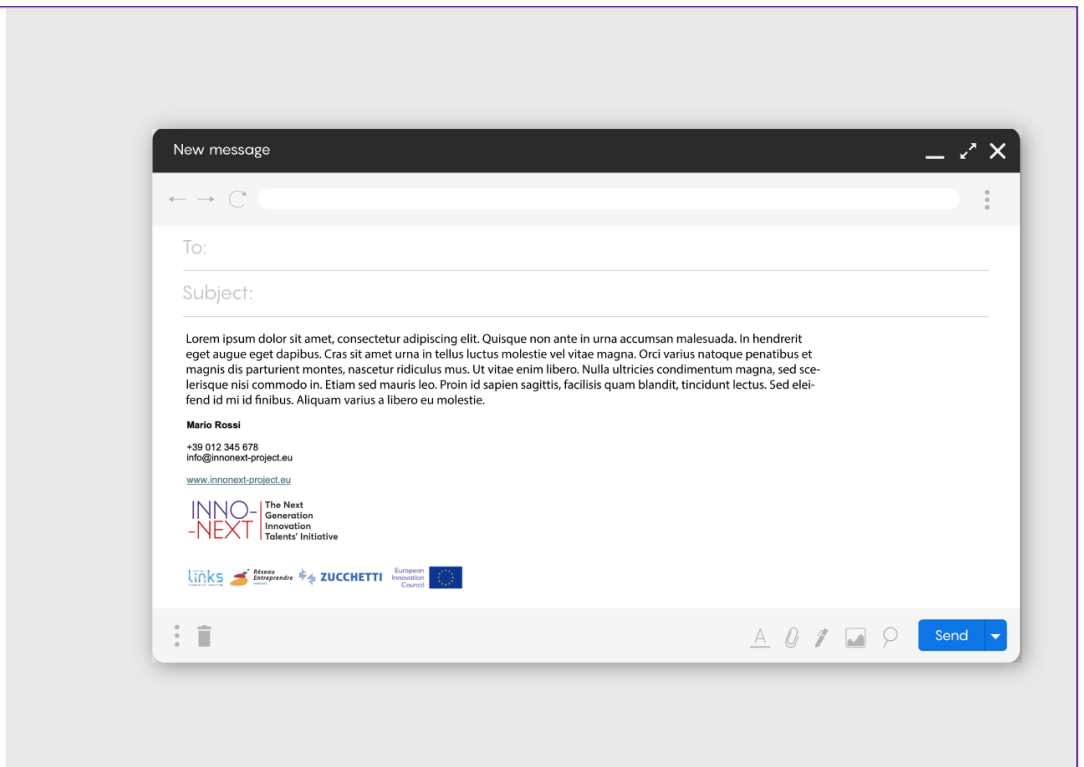
Stationery

## Block notes



Stationery

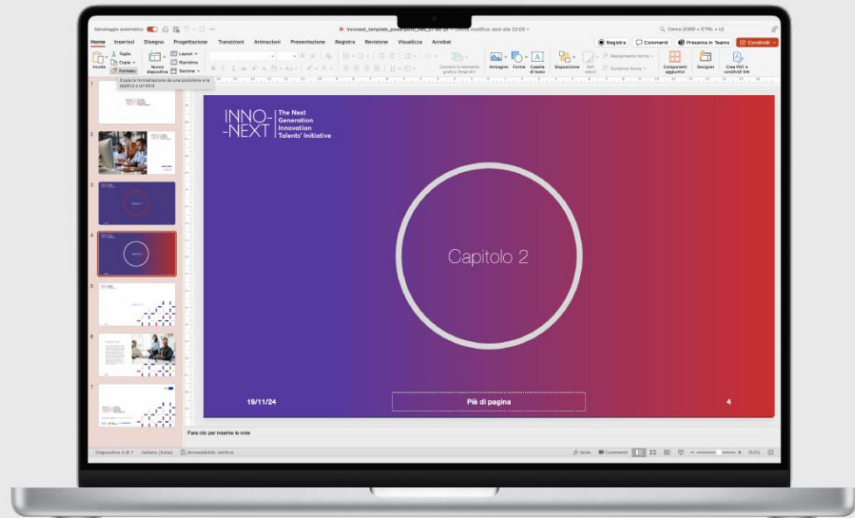
## Email signature





Stationery

## Powerpoint template



Stationery

## Mailing list template





# Applications

Applications

## Brochure





Applications

### T-shirts



Applications

### Shopping bag





Applications

## Social obj



# Thank you!

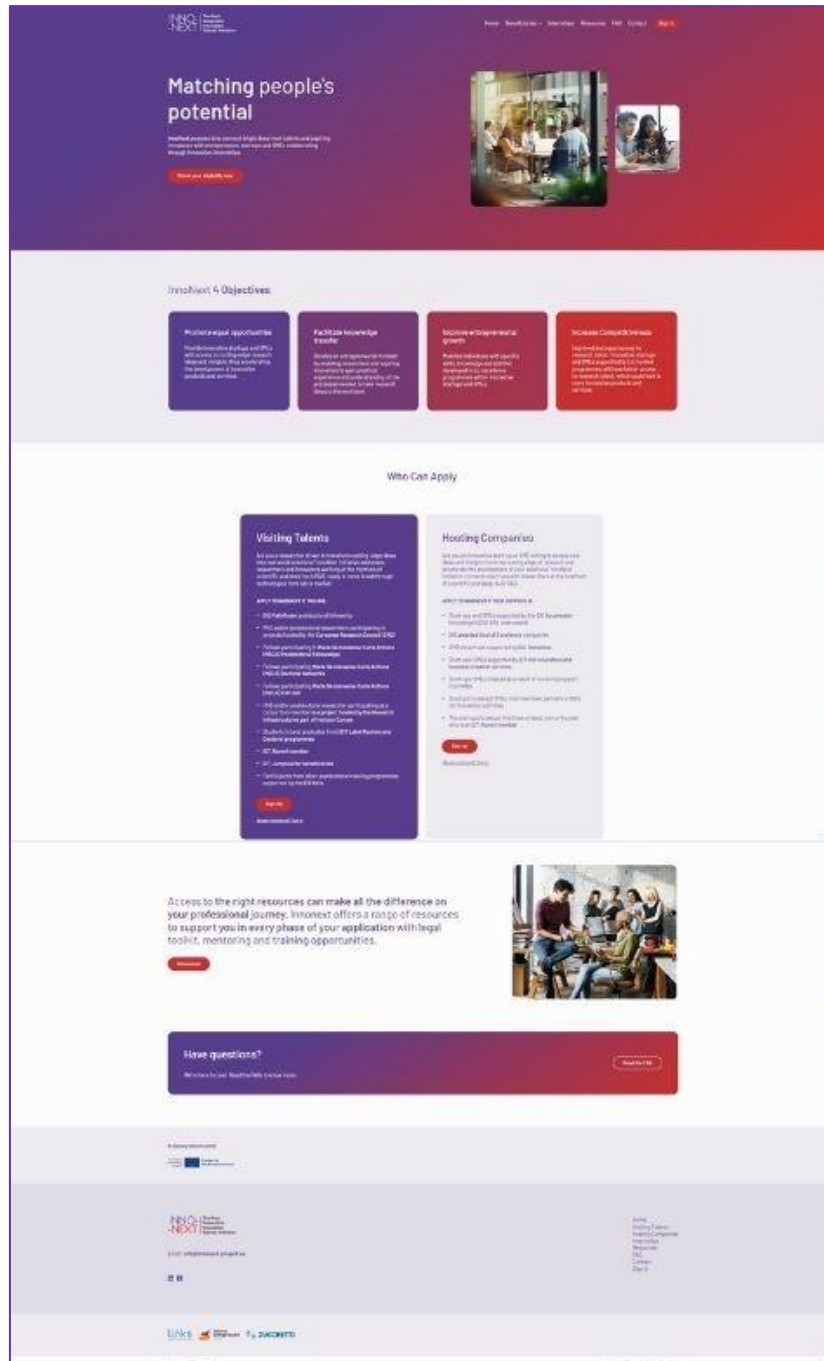
INNO-  
-NEXT | The Next  
generation  
Innovation  
Talents' Initiative

October 2024 – V. 01

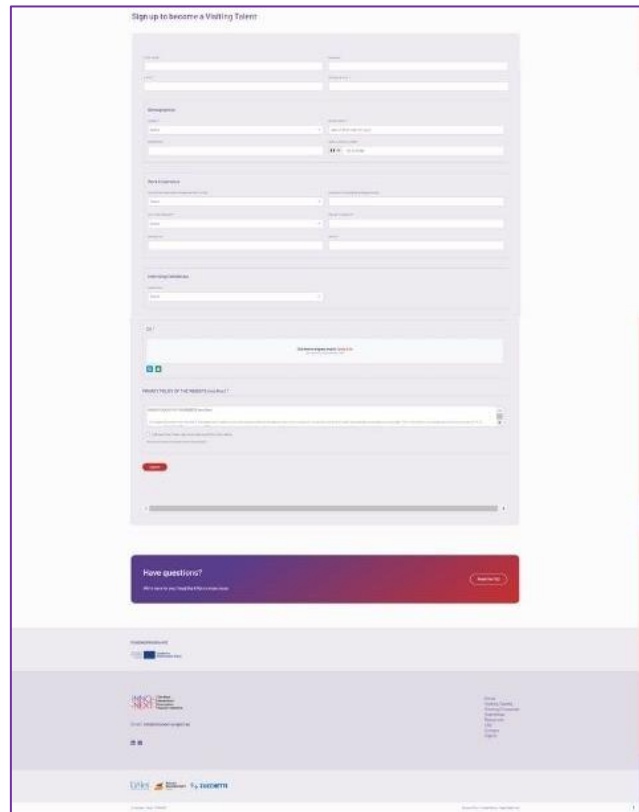
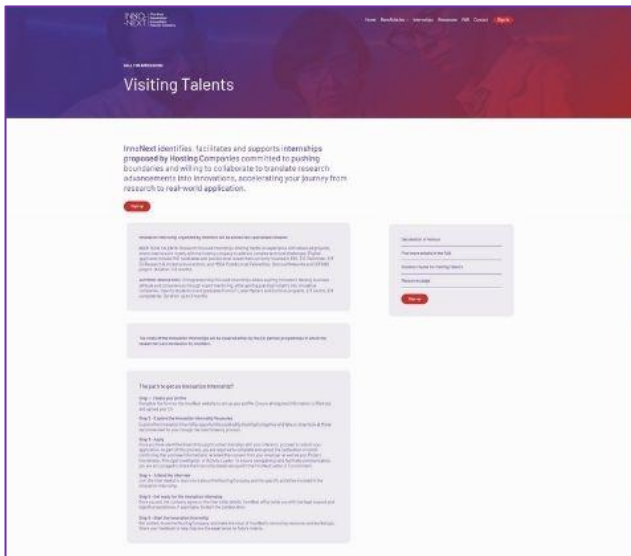


## 11.2. Annex 2 – InnoNext Website

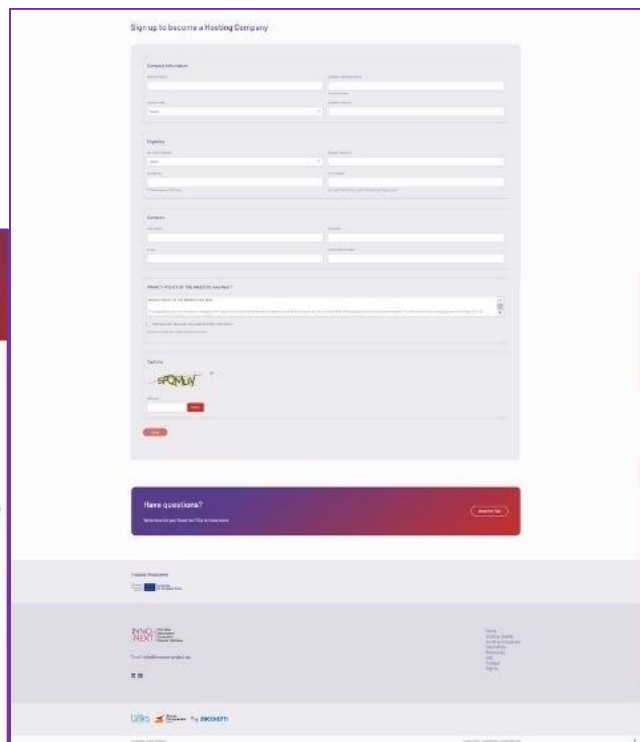
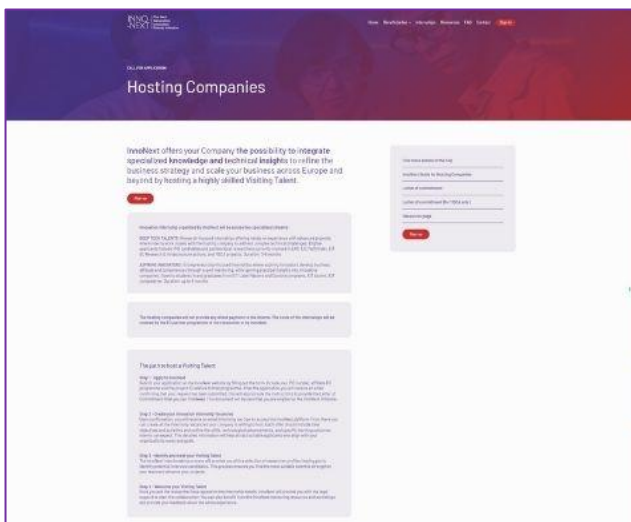
Link: <https://innonext-project.eu/en/>



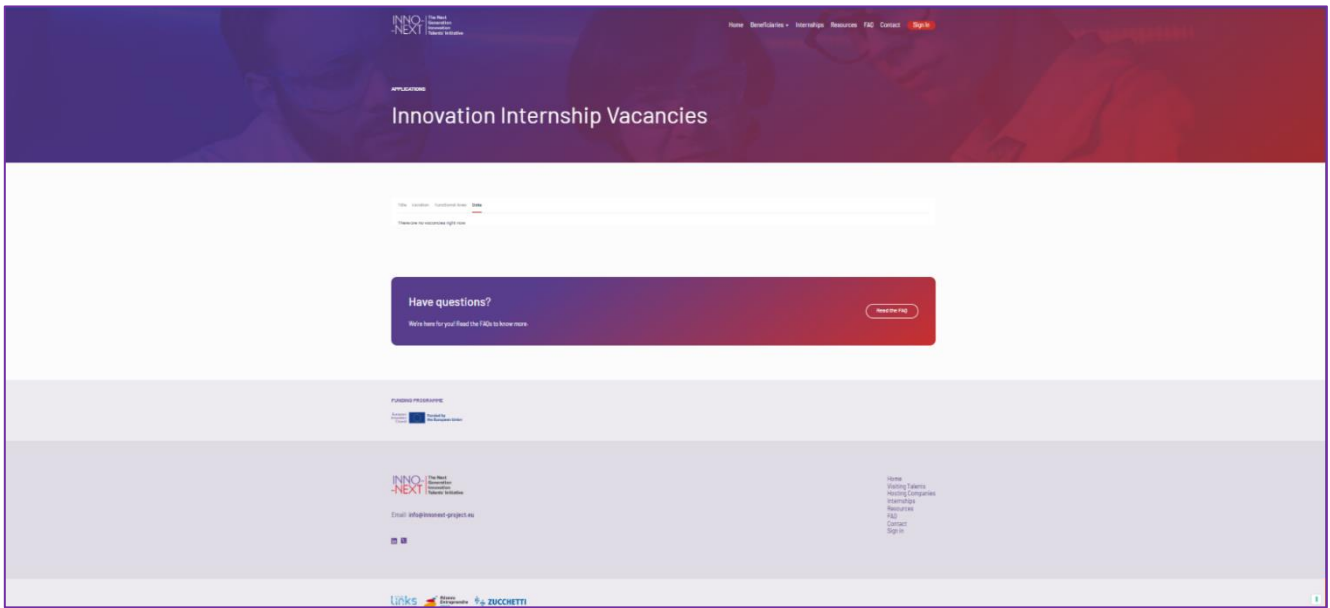
Annex Figure 1 - Home Page



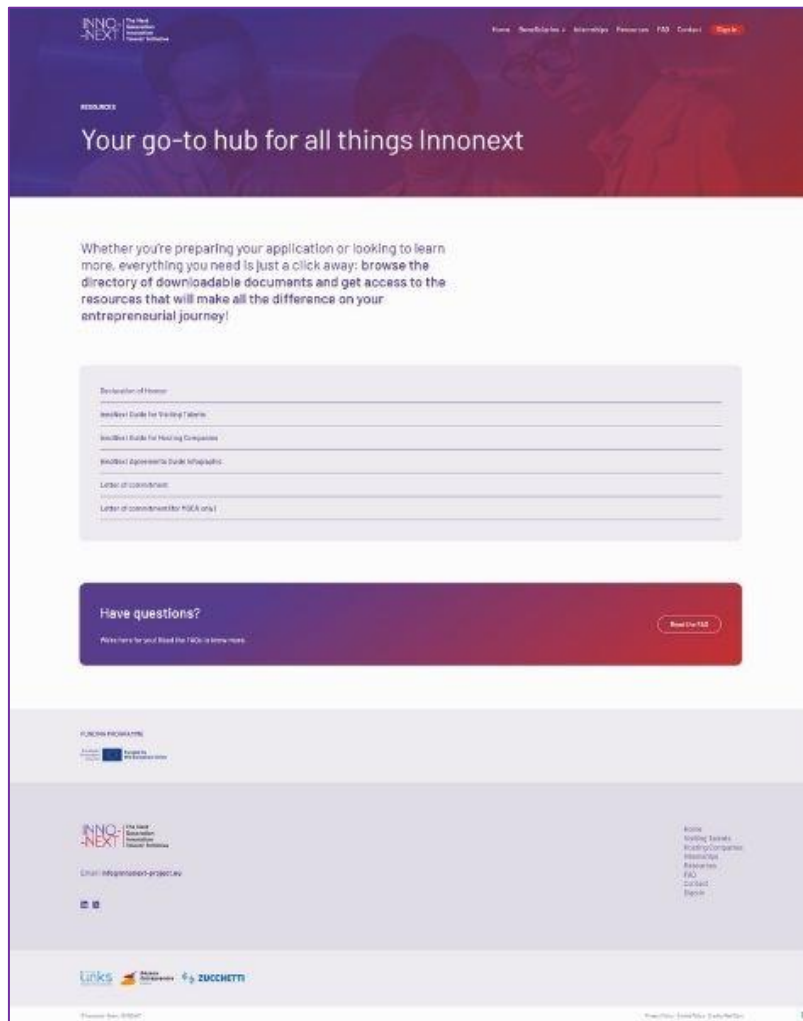
Annex Figure 2 - Visiting Talents Page



Annex Figure 3 - Hosting Companies Page



Annex Figure 4 - Innovation Internship Vacancies



Annex Figure 5 - Resources Page



The screenshot shows the 'InnoNext FAQ' page. At the top, there is a navigation bar with links for Home, Beneficiaries, Interim, Resources, FAQ, and Contact. The main heading is 'InnoNext FAQ'. Below this, there are two tabs: 'Visiting talents' (selected) and 'Building capacities'. Under 'Visiting talents', there is a 'General questions' section with a list of 18 expandable questions. These questions cover topics such as types of internships, application requirements, selection process, and funding. Below the general questions, there are three sections for specific researcher categories: 'If you are a researcher from ERC Pathfinder', 'If you are a researcher from ERC', and 'If you are a MSCA researcher'. Each of these sections has two expandable questions. At the bottom of the main content area, there is a purple button that says 'Need more information?' with a 'Contact us' link. The footer contains logos for 'Partners' (European Union, INNO-NEXT), 'Links' (links, Horizon Europe, ZUCCHETTI), and a navigation menu with links for Home, Visiting Talents, Building Capacities, Interim, Resources, FAQ, Contact, and Sign in.

Annex Figure 6 - Visiting Talents FAQ Page



**INNO-NEXT** | The Next Generation Innovation Talents' Initiative

Home | About Us | Partners | Resources | FAQ | Contact | [Sign In](#)

WELCOME TO CONTACT US!

## Contact us!

Is there anything else you'd like to know? Complete the form.

NAME:

SURNAME:

EMAIL:

TELEPHONE:

COMMENTS:

I declare that I have read and understood the [Privacy Policy](#)

[Submit](#)

\* Required field

**Have questions?** [Read the FAQ](#)

We're here for you! Read the FAQ to learn more.

FUNDING PROGRAMME:

Horizon Europe

**INNO-NEXT** | The Next Generation Innovation Talents' Initiative

Email: [info@inn-next-project.eu](mailto:info@inn-next-project.eu)

Home | [About Us](#) | [Partners](#) | [Resources](#) | [FAQ](#) | [Contact Us](#)

© Inn-next 2024 | [Privacy Policy](#) | [Terms and Conditions](#)

Annex Figure 7 - Contacts Page



### 11.3. Annex 3 – Decembre Contents Plan

InnoNext Content Plan December 2024							
WEEK 1	2 MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
LinkedIn		Post 1: Welcome to InnoNext					
X		Post 1: Welcome to InnoNext					
EIC Community platform				Eic Community Platform story			
EIC Pathfinder				Mail 1 InnoNext + Call for Companies			
European Research Council				Mail 1 InnoNext + Call for Companies			
Marie Skłodowska-Curie Actions (MSCA)				Mail 1 InnoNext + Call for Companies			
EIT				Mail 1 InnoNext + Call for Companies			
EIC Accelerator				Mail 1 InnoNext + Call for Companies			
EIC awarded Seal of Excellence				Mail 1 InnoNext + Call for Companies			
EIC Transition				Mail 1 InnoNext + Call for Companies			
EIT-KIC				Mail 1 InnoNext + Call for Companies			
WEEK 2	9 MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
LinkedIn		Post 2: What is InnoNext?					
X		Post 2: What is InnoNext?					
EIC Community platform							
EIC Pathfinder				Mail InnoNext + Call for Talents			
European Research Council				Mail InnoNext + Call for Talents			
Marie Skłodowska-Curie Actions (MSCA)				Mail InnoNext + Call for Talents			
EIT				Mail InnoNext + Call for Talents			
EIC Accelerator				Mail InnoNext + Call for Talents			
EIC awarded Seal of Excellence				Mail InnoNext + Call for Talents			
EIC Transition				Mail InnoNext + Call for Talents			
EIT-KIC				Mail InnoNext + Call for Talents			
WEEK 3	23 MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
LinkedIn		Christmas Post linked to InnoNext Initiative					
X		Christmas Post linked to InnoNext Initiative					
EIC Community platform		Eic Community Platform story					
EIC Pathfinder							
European Research Council							
Marie Skłodowska-Curie Actions (MSCA)							
EIT							
EIC Accelerator							
EIC awarded Seal of Excellence							
EIC Transition							
EIT-KIC							
WEEK 4	30 MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
LinkedIn	End of the year post of InnoNext						
X	End of the year post of InnoNext						
EIC Community platform							
EIC Pathfinder							
European Research Council							
Marie Skłodowska-Curie Actions (MSCA)							
EIT							
EIC Accelerator							
EIC awarded Seal of Excellence							
EIC Transition							
EIT-KIC							

Annex Figure 8 - Decembre Contents Plan



## 11.4. Annex 4 – EIC Article

Link - [https://eic.ec.europa.eu/eic-funding-opportunities/bas/innonext-next-generation-innovation-talents-initiative\\_en](https://eic.ec.europa.eu/eic-funding-opportunities/bas/innonext-next-generation-innovation-talents-initiative_en)

The screenshot shows the website for InnoNext: Next Generation Innovation Talents. At the top, there is a navigation bar with the European Innovation Council logo and a search bar. Below the navigation bar, there is a main content area with a purple background. The main content area features the title "InnoNext: Next Generation Innovation Talents" and the subtitle "Bridging the gap between research and enterprise with fully-funded internships." Below the main content area, there is a sidebar with "PAGE CONTENTS" and a main section titled "What is InnoNext?".

**PAGE CONTENTS**

- What is InnoNext?
- Our objectives
- How does InnoNext work?
- Who can participate?
- Open calls
- Implementing partners
- Get in touch

### What is InnoNext?

InnoNext is a flagship initiative of the European Innovation Council (EIC), designed to foster collaboration between Europe's top academic talents and innovative startups and SMEs. By leveraging fully funded internships, we bridge the gap between research and enterprise, driving impactful innovation and strengthening the European innovation ecosystem.

We go beyond traditional internship programmes by applying a human-centered approach and focusing on tailored matches that align with the specific needs of companies and talents, providing a platform that connects deep-tech talents and aspiring innovators with entrepreneurs, startups, and SMEs collaborating through Innovation Internships.

We support innovators like you with two main streams of action:

- **Deep Tech Talents - Research-Focused Internships:** Talents collaborate on cutting-edge projects, addressing technological challenges and advancing research applications in the European entrepreneurial ecosystem.
- **Aspiring Innovators - Entrepreneurship-focused Internships:** Innovators gain hands-on business experience and entrepreneurial skills while contributing to real-world solutions.

Internships last between 3 and 6 months and are fully funded by the respective EU programmes or InnoNext, ensuring no financial burden for hosting companies.

For more information, visit the [InnoNext website](#).



**What is InnoNext?**

Our objectives

How does InnoNext work?

Who can participate?

Open calls

Implementing partners

Get in touch

## Our objectives

- **Increase competitiveness:** Provide innovative startups and SMEs with access to cutting-edge research ideas and insights, thus accelerating the development of innovative products and services.
- **Encourage entrepreneurship:** Develop an entrepreneurial mindset by enabling researchers and aspiring innovators to gain practical experience and understanding of the processes needed to take research ideas to the next level.
- **Facilitate knowledge transfer:** Mobilise individuals with specific skills, knowledge and abilities developed in EU excellence programmes within innovative startups and SMEs.
- **Promote equal opportunities:** Improved and equal access to research talent. Innovative startups and SMEs supported by EU-funded programmes will have better access to research talent, which could lead to more innovative products and services.

### How does InnoNext work?

1. **Registration:** Companies and talents create profiles on the InnoNext platform, outlining their needs and expertise.
2. **Matchmaking:** Using AI-driven tools, InnoNext identifies the best matches between companies and talents based on project requirements and skillsets.
3. **Collaboration:** Matched pairs engage in fully-funded internships, working together on projects designed to deliver tangible results.
4. **Mentorship and Support:** The program provides ongoing guidance, legal resources, and mentorship to ensure a successful collaboration.

[Discover more](#)

PAGE CONTENTS

What is InnoNext?

Our objectives

**How does InnoNext work?**

Who can participate?

Open calls

Implementing partners

Get in touch

## Who can participate?

InnoNext is open to:

**Hosting Companies:**

- Start-ups and SMEs supported by the EIC Accelerator (including H2020 SME instrument)
- EIC awarded Seal of Excellence companies
- SMEs/start-ups supported by EIC Transition
- Start-ups/SMEs supported by EIT-KIC innovation and business creation services
- Start-ups/SMEs created as a result of receiving support from KICs
- Startups/scaleups/SMEs that have been partners of KICs for Innovation activities
- The startups/scaleups that have at least one co-founder who is an EIT Alumni member

**Talents:**

- EIC Pathfinder postdoctoral fellowship
- PhD and/or postdoctoral researchers participating in projects funded by the European Research Council (ERC)
- Fellows participating in Marie Skłodowska-Curie Actions (MSCA) Postdoctoral Fellowships
- Fellows participating Marie Skłodowska-Curie Actions (MSCA) Doctoral Networks
- Fellows participating Marie Skłodowska-Curie Actions (MSCA) COFUND
- PHD and/or postdoctoral researcher participating as a consortium member in a project funded by the Research Infrastructures part of Horizon Europe
- Students in (and graduates from) EIT Label Masters and Doctoral programmes
- EIT Alumni member
- EIT Jumpstarter beneficiaries
- Participants from other postdoctoral training programmes supported by the EIT KICs.



How does InnoNext work?




**Who can participate?**

- Open calls
- Implementing partners
- Get in touch

## Open calls

- For Companies: The open call for startups and SMEs will open on December 4, 2024. Businesses can start preparing to register and define their internship opportunities.
- For Talents: The Open Call for researchers and innovators will open on December 13, 2024. Interested participants are encouraged to explore their eligibility and prepare their profiles.

## Implementing partners







## Get in touch


If you have any questions, please contact us through the EIC Community's [contact page](#) selecting the category 'InnoNext', or visit the [InnoNext website](#).

## 11.5. Annex 5 – EIC Community Article

Link - <https://eic.eisma.eu/community/stories/open-call-join-innonext-and-get-eur-30000-value-support-your-business>

# EIC Community


 Member access

Home Stories Topics Events Network Services Help & Guidance

Home > News & Stories > Open Call: Join InnoNext and get EUR 30,000 value in support for your business!


STORY | 05 DECEMBER 2024 Public

## Open Call: Join InnoNext and get EUR 30,000 value in support for your business!





The Next Generation Innovation Talents' Initiative

**Open call for companies**

 Someone 3 minutes

A new programme in the EIC ecosystem is here to help businesses, researchers, and innovators work together on groundbreaking projects. The new programme, [InnoNext](#), is a flagship initiative designed to foster collaboration between Europe's top academic talents and innovative startups and SMEs. By leveraging fully funded internships, we bridge the gap between research and enterprise, driving impactful innovation and strengthening the European

 Like (0)
  Share

We go beyond traditional internship programmes by applying a human-centered approach and focusing on tailored matches that align with the specific needs of companies and talents, providing a platform that connects deep-tech talents and aspiring innovators with entrepreneurs, startups, and SMEs collaborating through Innovation Internships.

### Are you a company searching for talent?

Team up with top researchers and innovators to bring fresh ideas and expert skills to your business!

By hosting talented innovators, you will gain:

- Fresh ideas and cutting-edge expertise.
- Advanced research and expert guidance.
- Tools to stay competitive and create new solutions.

### Why apply?

- Solve your technical problems with specialized expertise.
- Use innovative ideas to grow and expand your business.
- Get fully-funded internships, valued at up to EUR 30,000.

Don't miss this opportunity to take your business to the next level!

Business development

### Regions & Countries

European Union



### Key features of InnoNext

1. Smart matching: A special AI tool connects companies with the right talents based on their needs and goals.
2. Personalized Support: Legal help and expert guidance make the process smooth and simple for everyone.
3. Two types of internships:
  - Research internships: For PhD students and researchers to solve technical problems.
  - Business internships: For students and EIT alumni to build business and entrepreneurial skills.

### Who is eligible

- Startups and SMEs supported by EIC Accelerator (including H2020 SME Instrument).
- Companies awarded the EIC Seal of Excellence.
- SMEs/startups supported by EIC Transition.
- Businesses backed by EIT-KIC innovation and business creation services.
- Startups/SMEs launched with support from KICs.
- Companies that have partnered with KICs for innovation projects.
- Startups/scaleups with at least one co-founder who is an EIT Alumni member.

### When can you apply?

- For companies: Starting December 2, 2024.
- For talents: Starting December 13, 2024.

The goal is to reach 600 internships, so early applications are encouraged!

### How to apply?

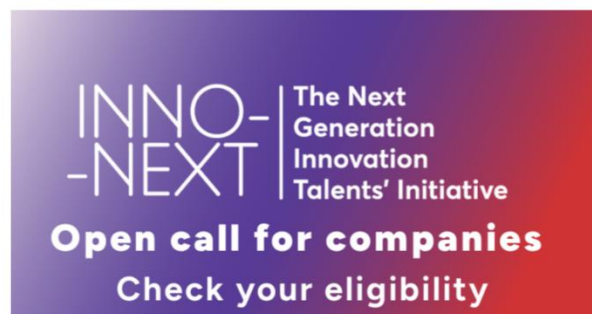
1. Register your company or profile on the InnoNext platform.
2. Post internship offers (for companies) or find opportunities (for talents).
3. Benefit from AI-matching, interviews, and final agreements.

Start here: [Apply to InnoNext](#)

### Need more info?

Visit [innonext-project.eu](http://innonext-project.eu) or email us at [info@innonext-project.eu](mailto:info@innonext-project.eu)

Join us and be part of the Next Generation Innovation Talents' initiative!





## 11.6. Annex 6 – EIC LinkedIn Post

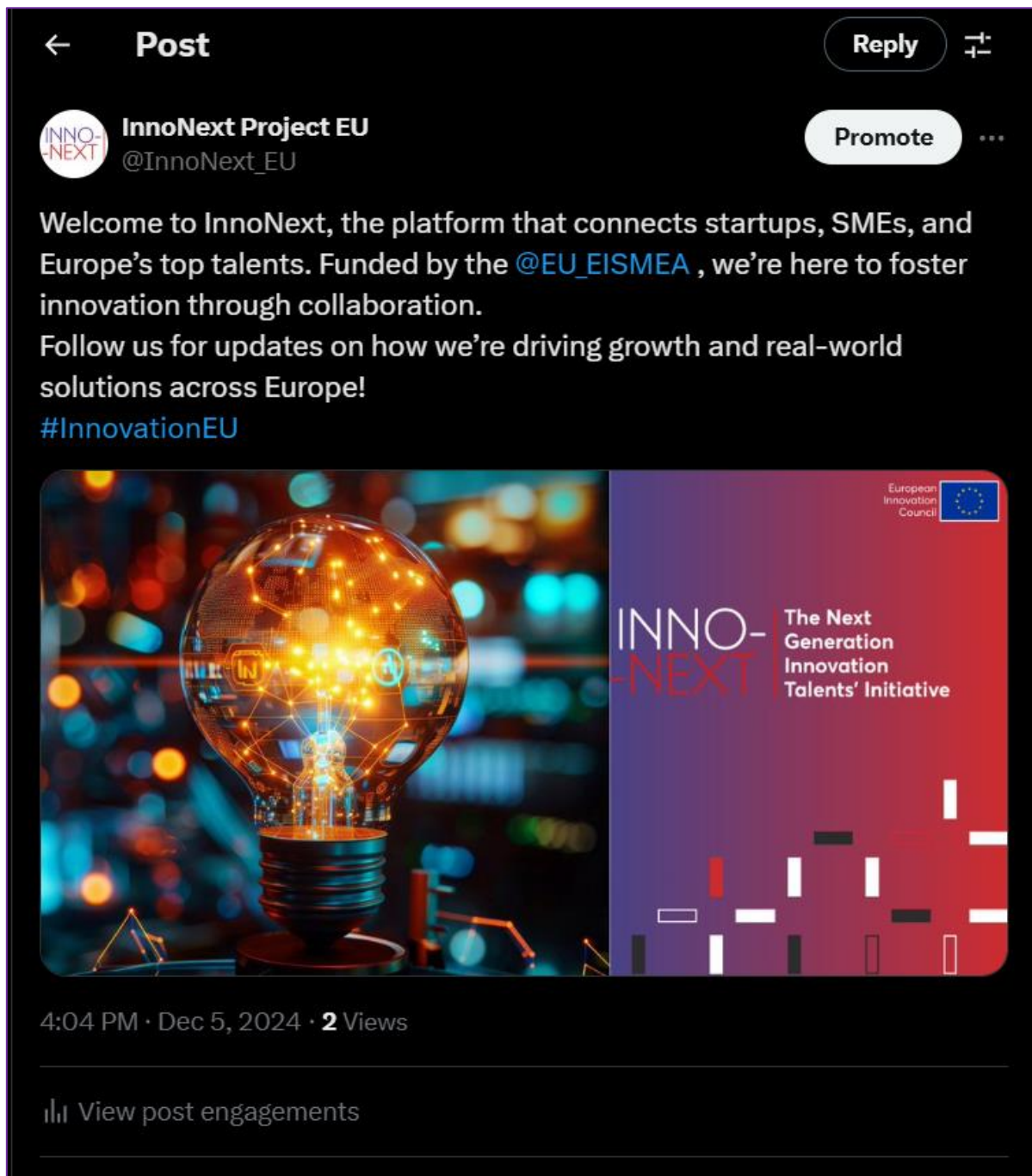
Link - [https://www.linkedin.com/posts/eisma\\_eueic-internships-activity-7270451953422274561-GYh2/?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/eisma_eueic-internships-activity-7270451953422274561-GYh2/?utm_source=share&utm_medium=member_desktop)

The screenshot shows a LinkedIn post from the European Innovation Council and SMEs Executive Agency (EISMEA). The post is titled "InnoNext Project" and describes a new #Eueic initiative designed to boost collaboration between Europe's top academic talents and innovative startups and SMEs with fully funded #internships valued at up to €30,000. The post includes a list of benefits for joining InnoNext, such as gaining specialised expertise, collaborating with top-tier researchers, and scaling the business with no additional financial burden. The post also mentions that the call is open for companies and provides a link to discover more and check eligibility: <https://lnkd.in/ez8mm6Nv>. The image also shows the LinkedIn interface with navigation tabs (Home, Rete, Lavoro, Messaggistica, Notifiche, Tu) and a sidebar with related company pages like CINEA, European External Action Service, and European Research Executive Agency (REA).




### 11.7. Annex 7 – X (Twitter) InnoNext Post

Link - [https://x.com/InnoNext\\_EU/status/1864687181215715773](https://x.com/InnoNext_EU/status/1864687181215715773)






## 11.8. Annex 8 – Template Email for Talents



The Next Generation Innovation Talents' Initiative

European Innovation Council



**TEMPLATE EMAIL for Talents**

**Subject:** Unlock Your Potential with InnoNext

**Copy:**  
Dear [Recipient's Name],

As part of our mission to empower innovation and foster growth across Europe, we're excited to introduce **InnoNext**, a groundbreaking initiative powered by the **European Innovation Council (EIC)**. This program offers a unique opportunity for talents like you to collaborate with Europe's most innovative companies while advancing your career and gaining valuable industry experience.

**What is InnoNext?**  
InnoNext connects PhD candidates, researchers, and innovators from EU-funded programs, such as **EIC Pathfinder**, **ERC**, **MSCA**, and **EIT**, with startups and SMEs to tackle real-world challenges.


With fully-funded internships lasting up to 6 months, you can contribute your expertise while benefiting from a stipend of up to **€30,000**, tailored mentorship, and access to Europe's vibrant innovation ecosystem.

**Why Participate?**

- **Earn While You Grow:** Gain financial support of up to €30,000 while applying your knowledge to impactful projects.
- **Hands-On Experience:** Collaborate with dynamic businesses on practical, real-world challenges.
- **Entrepreneurial Growth:** Expand your skillset and develop entrepreneurial insights for a competitive edge.

**How Does It Work?**

1. **Register Your Profile:** Create your account on the InnoNext platform and showcase your expertise.
2. **Explore Opportunities:** Browse fully-funded internships aligned with your skills and interests.
3. **Collaborate and Learn:** Work with innovative companies on projects designed to drive impact.





**Act Now—Opportunities Are Limited!**

The Open Call for Talents launches on **December 13, 2024**, with 600 internships available. Early participation is essential to secure your spot and unlock this transformative experience.

**Sign Up Today** to learn how InnoNext can help you advance your career and make a difference in Europe's innovation landscape.

Warm regards,



**INNO-  
-NEXT** | **The Next  
Generation  
Innovation  
Talents' Initiative**

European  
Innovation  
Council



*InnoNext is an initiative funded by the European Innovation Council  
(call HORIZON-EIC-2023-TALENTS-01-01) under grant agreement no. 101160467.*

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