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Report on communication & dissemination actions

Deliverable D4.2

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Deliverable abstract	The Deliverable provides a comprehensive overview of the communication and dissemination actions carried out during the first 12 months of the InnoNext initiative, funded under the Horizon Europe call HORIZON-EIC-2023-TALENTS-01-01. Building on the strategic framework outlined in the Communication & Dissemination Plan (D4.1), the current document (D4.2) outlines the implementation, results, and midterm assessment of activities related to awareness building, stakeholder engagement, and visibility across the European innovation ecosystem.
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¹ 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

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Acronym List

EIC	European Innovation Council
EIT	European Institute of Innovation & Technology
ERC	European Research Council
EU PP	European Partner Programme
HC	Hosting Company
HE	Horizon Europe
IN	InnoNext
MSCA	Marie Skłodowska-Curie Actions
Ris	Research Infrastructures
PO	Project Officer
VT	Visiting Talent





Executive summary

This report provides a comprehensive overview of the communication and dissemination actions carried out during the first 12 months of the InnoNext initiative, funded under the Horizon Europe call HORIZON-EIC-2023-TALENTS-01-01. Building on the strategic framework outlined in the Communication & Dissemination Plan (D4.1), the current document (D4.2) outlines the implementation, results, and midterm assessment of activities related to awareness building, stakeholder engagement, and visibility across the European innovation ecosystem.

The initial phase of the project was marked by a delay in the launch of the Open Call, originally scheduled for October 2024 and effectively activated in December. This rescheduling shifted the communication focus toward ecosystem activation and stakeholder mobilisation in the early months, setting the stage for a more content-driven strategy once the platform was operational and the first matches established.

Key communication assets were developed and deployed across multiple channels. A dedicated website, launched in December 2024, quickly became a central point of information, engagement, and resource sharing. Over 3,300 unique users and nearly 40,000 visits were recorded by July 2025, supported by continuous updates, success stories, and visual enhancements. The coordinated release of custom media kits and the involvement of EU programme partners further amplified dissemination, generating over 25 independently published media articles.

Social media channels, particularly LinkedIn, played a critical role in raising awareness and building trust. More than 40 editorial posts were published, including storytelling content featuring talents and companies. The growing contribution of spontaneous posts by beneficiaries further enriched the project's narrative. While X proved less effective in terms of reach and engagement, it remains active as a mirrored dissemination channel. Regular exchanges with communication focal points from EIC, EIT, MSCA, ERC, RIs enhanced the quality and coherence of the initiative's messaging.

The midterm KPI review shows that while some quantitative targets, such as social media content volume or EIC Community articles, remain below expectations, other key areas, including web performance and earned media, have significantly outperformed projections. This suggests that the initiative has built a solid communication foundation and is now entering a phase where the availability of concrete stories and results will enable deeper engagement and broader dissemination.

D4.2 concludes with a reflection on lessons learned and outlines strategic next steps. These include increased integration of success stories, intensified collaboration with partner programmes, and renewed focus on content contributions to institutional platforms. As InnoNext moves to its second year, communication efforts will continue to play a central role in maximising visibility, trust, and impact across all beneficiary communities.



1. Introduction

1.1. InnoNext overview

InnoNext is an initiative funded under the call HORIZON-EIC-2023-TALENTS-01-01 "Next Generation Innovation Talents", aiming to cultivate an entrepreneurial mindset by creating collaboration opportunities for talented researchers and innovators to work with startups operating in their areas of expertise, across the EU with the support of the extensive network of EIC and various European Partner Programmes.

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 plan. InnoNext aims to activate 600 internships involving multiple beneficiaries (Table 1).

Table 1 - InnoNext beneficiaries

Visiting Talents	Hosting Companies
<p>Including PhD candidates, and postdoctoral researchers participating in projects funded by the following EU Partner Programmes:</p> <ul style="list-style-type: none"> • EIC Pathfinder and Transition • ERC • MSCA Postdoctoral Fellowships • MSCA Doctoral Networks • MSCA COFUND • Research Infrastructures <p>Students or graduates from EIT Label Master's or Doctoral programmes EIT Alumni members Participants from other postdoctoral training programmes supported by the EIT Community</p>	<p>Including startups and SMEs:</p> <ul style="list-style-type: none"> • Supported by EIC Accelerator • Supported by EIC Transition • Supported by EIC Pathfinder • Awarded by EIC Seal of Excellence • Supported by EIT Community and its business creation services • Created as a result of / receiving support from Knowledge and Innovation Communities (KICs) • Partnered with KICs for innovation activities • With at least one co-founder who is an EIT Alumni member • Supported by MSCA

The InnoNext scheme is structured in six sequential phases (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 **Application calls** dedicated to Visiting Talents and Hosting Companies. The calls, largely disseminated thanks to Research and Innovation European Programmes support, will remain open for 18 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 dedicated guides and indications. The service includes mechanisms to keep the registered users informed about all the opportunities and suggestions 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 access⁴ to opportunities for 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.

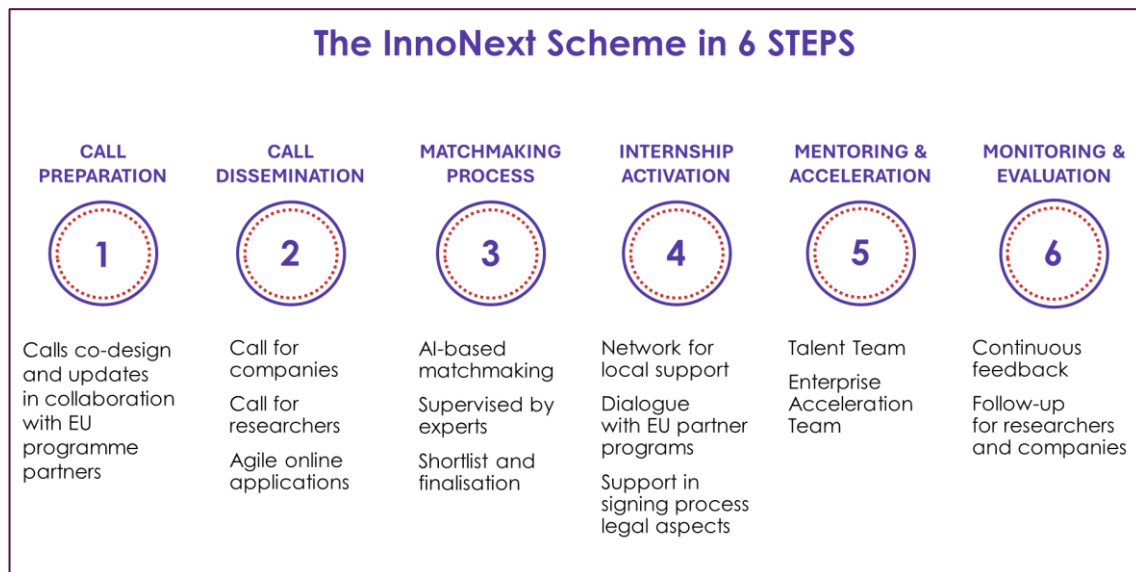


Figure 1 – The InnoNext schema

⁴ Criteria of fairness and impartiality will be consistently and transparently applied uniformly to the whole process. Every application will have the same opportunities, resources, and consideration without favouritism, discrimination, or any barriers that could disadvantage individuals or groups,



1.2. Purpose of the Document

This document (D4.2 – Report on Communication & Dissemination Actions) aims to provide an overview of the communication and dissemination activities carried out during the first 12 months of the InnoNext project, as defined under WP4.

It outlines how the strategy presented in the Communication & Dissemination Plan (D4.1) was implemented in practice, describes the tools and channels activated, presents key results and engagement data, and highlights both the challenges encountered, and the lessons learned.

D4.2 also includes a midterm review of key performance indicators (KPIs) and provides a qualitative and quantitative analysis of the project's visibility across institutional platforms, social media, press, and stakeholder communities. It offers a forward-looking perspective on how communication efforts will evolve in the next project phase to maximise reach, impact, and alignment with the needs of talents, hosting companies, and EU programme partners.



2. Communication & Dissemination Strategy Overview

2.1. Objectives

The dissemination and communication objectives of InnoNext are strategically designed to maximize the initiative's impact on stakeholders and ensure successful outreach to target audiences. The initial plan has been **largely maintained in its strategic guidelines**, confirming the people-oriented approach. Additionally, the past months and the collaboration with communication representatives from EU Programmes have been highly beneficial in aligning InnoNext's communication strategy with the guidelines and expectations of our European partners.

The primary objectives of InnoNext's dissemination and communication efforts include:

- **Human-Centric Engagement:** Utilizing an empathetic and inclusive approach to address the individual needs and aspirations of talents and hosting companies. Communication strategies focus on direct engagement to foster stronger personal connections.
- **Awareness of Synergies between Research and Entrepreneurship:** Actively communicating the transformative potential when research expertise meets entrepreneurial innovation, motivating stakeholders to participate by highlighting successful collaborations.
- **Facilitating Effective Matchmaking:** Clearly conveying the unique matchmaking process powered by advanced AI algorithms, ensuring stakeholders understand its effectiveness and ease of use.
- **Feedback and Success Stories Collection:** Regularly collecting and sharing compelling narratives and testimonials from actual participants to underline the tangible benefits of the InnoNext Initiative. Success stories form an integral part of the communication plan, illustrating individual growth, impactful project outcomes, and positive transformations within the hosting companies.
- **Highlighting Financial Opportunities:** Raising visibility of EU-funded financial opportunities accessible through InnoNext, thereby enhancing stakeholder interest and engagement.
- **Outreach to Non-Integrated Beneficiaries:** Extending communication beyond current stakeholders to reach and engage talents and companies that have not yet participated in InnoNext or related EU innovation programs, emphasizing potential benefits and opportunities for collaboration.

2.2. Targets

The primary target audiences addressed through the communication and dissemination activities include:

- **Visiting Talents:** PhDs, postdoctoral researchers, students, and graduates involved in EU-funded research and innovation programs (ERC, EIC Pathfinder, MSCA, EIT).



- **Hosting Companies:** Startups and SMEs supported by European programs (EIC Accelerator, EIT KICs, EIC Transition, Seal of Excellence, MSCA).
- **Principal Investigators and Project Coordinators:** Academic and research leaders who facilitate the participation of talents.
- **Other EU Programs:** Additional European funding programs supporting research and innovation.
- **Accelerators, Incubators, and Innovation Actors:** Key organizations and entities within the European innovation ecosystem that facilitate startup and SME growth.

Specific activities have also been conducted to engage **National Contact Points (NCPs)**, leveraging their crucial role in disseminating information and amplifying the reach of InnoNext to effectively connect with talents and startups at regional and national levels. This recap contextualizes the work conducted, providing a foundation for a detailed analysis of activities and outcomes, which will be addressed in subsequent sections.



3. Cooperation with EU Program Partners

3.1. Update Meeting

A key element of the InnoNext dissemination activities has been the **continuous cooperation with EU Program partners**, particularly through structured and recurring update meetings.

The **monthly EIC BAS communication meetings** have provided a consistent and highly valuable platform for dialogue. These meetings enabled all stakeholders to stay informed about project progress and to identify new dissemination opportunities across official EIC channels, including social media and the EIC Community Platform.

Starting in April 2025, following a strategic agreement with EIT, a dedicated cycle of meetings has been launched, specifically aimed at amplifying InnoNext's communication through EIT's established dissemination ecosystem. These focused exchanges have allowed the communication teams to coordinate editorial calendars, align messages with EIT guidelines, and explore targeted outreach opportunities across the KICs. This synergy reinforces the visibility and relevance of the initiative and represents a significant step toward deeper integration with the broader EU innovation landscape.

Monitoring Meeting. The co-design activity with the programmes entered its second phase during the Monitoring Meeting held on 15 May 2025, which brought together all EU partner programmes and the InnoNext Consortium. The meeting served as a key moment to **share the current status of the InnoNext project, collect feedback from the programmes, identify potential challenges, and explore collaborative strategies to address them.**

From a communication perspective, the meeting highlighted the critical importance of broad and targeted outreach by the programmes to effectively engage their beneficiaries. In this context, the **new media kits**, customised for each programme, were presented and are available on the dedicated page of the InnoNext website (see Section 3.2 – Media Kit for EU Programmes).

3.2. Media Kit for EU Programmes

To support effective dissemination through the channels of EU-funded programmes, **customized media kits** were produced for each of the main partners involved in InnoNext.



Media kits tailored for any program (2)

Each folder contains

n.1 editable word document with the main information to be used for communication.

Dissemination Channels:

- Mailing List

The contents can be used also as LinkedIn posts

A Summary for the most complex files

Editable Visual Contents on Canva:
 n.1 Flyers
 n.3 Banners in different sizes
 n.1 Graphic material for LinkedIn/X

Table of Contents:

- Editable Visual Content 1
- Mail Template – Talents + Companies 1
- Mail Template – Talents 1
- Mail Template – Companies 1

Editable Visual Content

Canva Flyer	A different Flyer for companies and talents
Banner (6912x3456px)	Banner for LinkedIn, Mail, X
Banner (3840x393px)	Banner for Newsletter/Mail Header
Banner (2480x600px)	Banner for Mail, Newsletter
LinkedIn Posts	Different Post for LinkedIn and X

Mail Template – Talents + Companies

Figure 2 – Media Kit for EU Programs content

Each media kit includes:

- Three banners in different sizes, suitable for use in newsletters, website page header, or social media;
- One flyer in PDF format, designed for attachment to direct mailings, digital newsletters, or for physical printing and distribution;
- A Word file with a newsletter template containing key information about the InnoNext project, ready for adaptation and use by each programme.

In addition, each media kit includes a dedicated **Canva project link**, granting access to editable master files. These include:

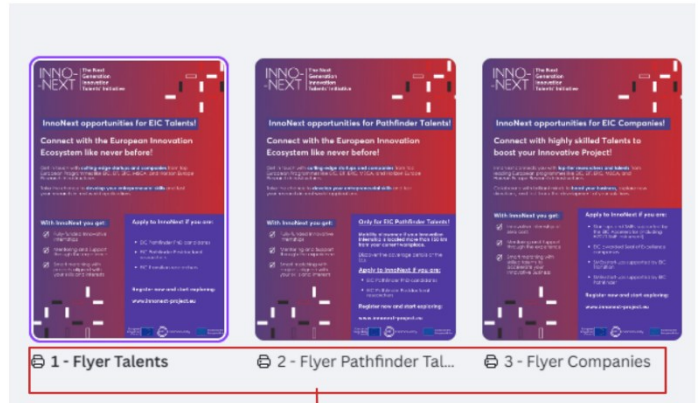
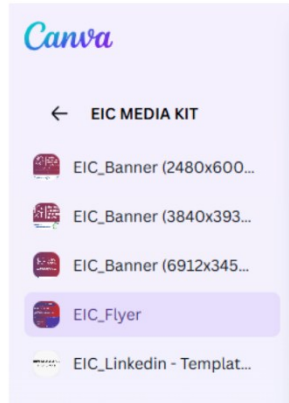
- The original editable versions of all banners and the flyer;
- A set of customizable visual templates specifically designed for social media use, particularly LinkedIn and X;
- Multiple graphic options to suit different communication styles and layouts.

This structure ensures that programme representatives can easily adapt and personalise content while maintaining consistency with the InnoNext visual identity.

The InnoNext team plans to **regularly update** these materials to ensure that partner programmes always have access to the most up-to-date content and aligned to the InnoNext Channels communication. This approach guarantees consistent, diversified, and effective communication through the partners' channels, aiming to **achieve stronger engagement from beneficiaries**.

Media kits tailored for any program (3)

Canva Editable Visual Content



Visuals are named to facilitate the identification of the most suitable one for the target they address

24

Figure 3 - Media Kit for EU Programs visual

3.3. Media Kit for Stakeholder

Beyond the EU programme-specific kits, additional media kits were produced for external stakeholders and National Contact Points (NCPs). These versions include:

- A personalised flyer tailored to their audience and role;
- An email template designed for newsletter diffusion or direct outreach;
- The two official articles published on the EIC Community Platform announcing the Open Call, ready to be reused or referenced in stakeholder communications.

Media kits tailored for Stakeholders

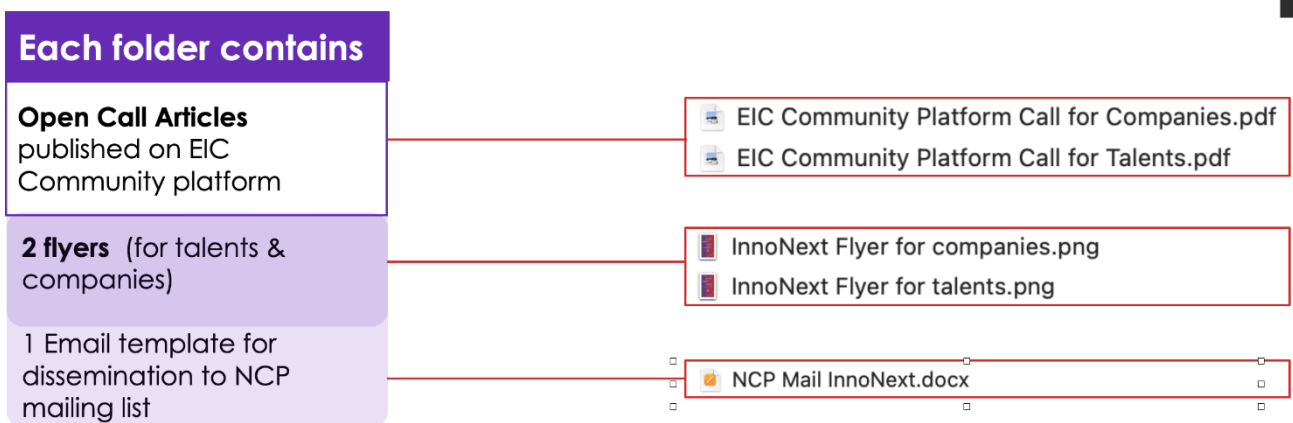


Figure 4 -Media Kit for Stakeholders



This multi-tiered approach ensures that all relevant actors, both within and beyond the EU programme ecosystem, are equipped with accessible, high-quality tools to promote InnoNext across their networks.



4. Communication and Dissemination Actions

4.1. InnoNext Website

The InnoNext website has been enriched with **new content** and functionalities throughout the project, thanks to continuous dialogue with representatives from EU Programmes and Beneficiaries. Their feedback played a key role in shaping the evolution of the platform's language and structure, ensuring consistency with the broader EU innovation landscape and improving accessibility for all users.

In addition to the original content structure outlined in the *D4.1 - Communication & Dissemination Plan*, the following updates were implemented:

- A **Success Stories** section was introduced to highlight concrete examples of successful matches between talents and startups/SMEs, illustrating the impact and potential of the programme.

Success Stories

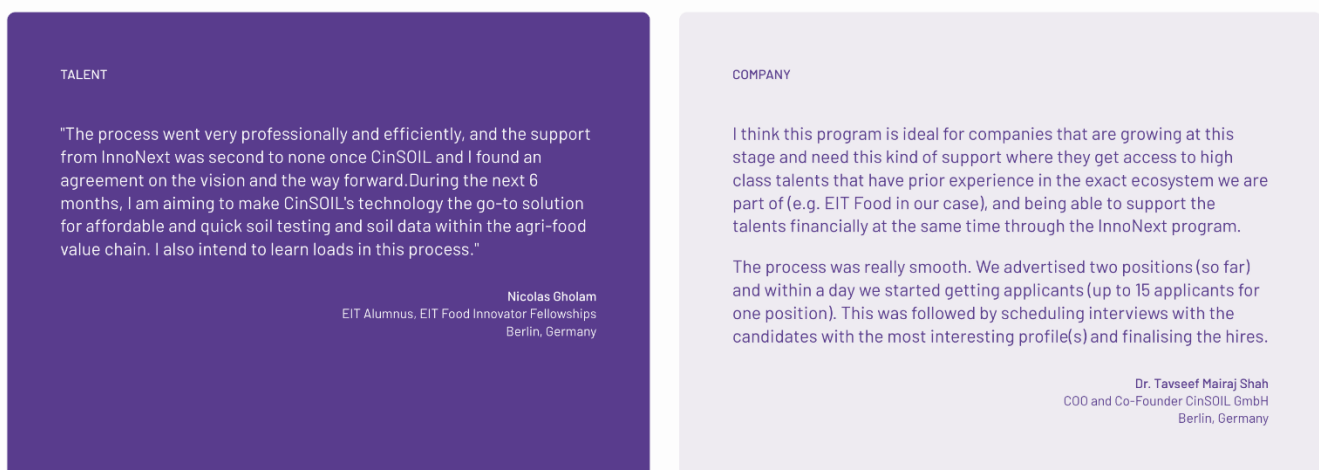


Figure 5 - Innonext success stories website section

- A dedicated **section on the homepage** now presents key performance indicators, such as internship activations and talent/company registrations. This visual overview helps users quickly grasp the scope and progress of InnoNext activities.

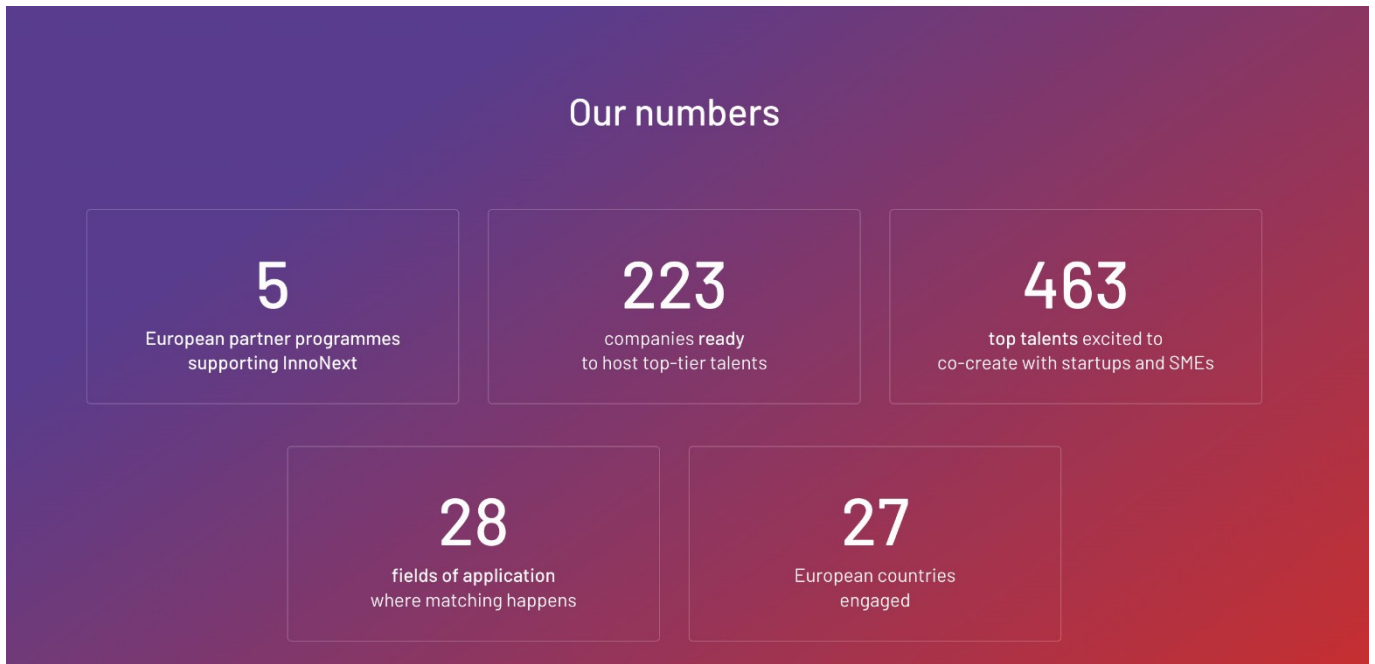


Figure 6 - InnoNext website KPI section

- The new **Opportunities** page offers a curated selection of internship highlights directly drawn from the matchmaking platform, with a focus on innovative and purpose-driven placements.

Have a look at the opportunities offered by the Hosting companies.

InnoNext reinterprets the internship as a transformative collaboration between high-level talents and visionary start-ups and companies.

If you are a Company:

- [Sign up](#) or [go to the platform](#) to add an internship opportunity
- [Get the guide](#) to create an internship opportunity

Title	Location	Functional Area	Date	
Page 1 of 9 →				
AI Scientist (Innovation, Research & Development)				
Greenroads Limited	Msida, Malta	Sustainability and Green Tech	14-07-2025	Read more
AI Engineer (Innovation, Research & Development) You will be working directly with the company's co-founders (CTO and Head of R&D) and a team of AI engineers whose main task is to build and maintain a video analytics product. You will...				
Brand Growth and Social Media Content Creation for Coffee By-Product Innovation				
Nadia Schweizer & Marc Steger GBR	Waiblingen, Germany	Sustainability and Green Tech	14-07-2025	Read more
This internship at Kasoda focuses on supporting the marketing and brand development of our first product. The goal of the internship is to strengthen Kasoda's market presence by developing and implementing creative marketing strategies and social...				

Figure 7 - InnoNext website Opportunities page

- A **Mentoring** page was developed as a reserved area, accessible exclusively to registered users and beneficiaries of the initiative. This section provides exclusive content and tailored materials designed to support the skill development of both talents and companies within the InnoNext community.



Unlock Your Potential: discover exclusive materials and insights to enhance your skills and accelerate innovation within the InnoNext community.

Explore curated content and benefit from the constant, dedicated support of the InnoNext team throughout your entire program journey. We provide personalized one-on-one guidance and resources to help both Talents and Companies fully capitalize on their innovation experience and achieve their goals.

Tutoring - Before the Internship

Tutoring: Your Starting Point. Get expert support before your internship begins. We assist both Talents and Companies with platform navigation, application processes, and optimizing company vacancies for a smooth start.

Insert the password you received from the InnoNext team - or ask it at info@innonext-project.eu

PASSWORD

Log In

Figure 8 - InnoNext website Mentoring page

- The **FAQ** section are continuously updated to reflect the most common questions raised by talents and companies, improving usability and transparency.

SUPPORT

InnoNext FAQ

Visiting talents | Hosting companies

Visiting talents

1. Eligibility and application
2. Administrative and legal issues
3. Innovation internship conditions
4. Matchmaking and selection process
5. InnoNext support
6. Talents from EIC Pathfinder
7. Talents from MSCA researcher
8. Talents from ERC

Figure 9 - InnoNext website FAQ page

- Media kits** were made available to partners and stakeholders, facilitating consistent and professional dissemination across different channels.



MEDIA KIT

Materials for Effective Promotion

In this section, you'll find all the essential materials to support the promotion of InnoNext programs. Whether you have a network of **talents** or **hosting companies**, use these resources to spread the word and engage your network effectively.

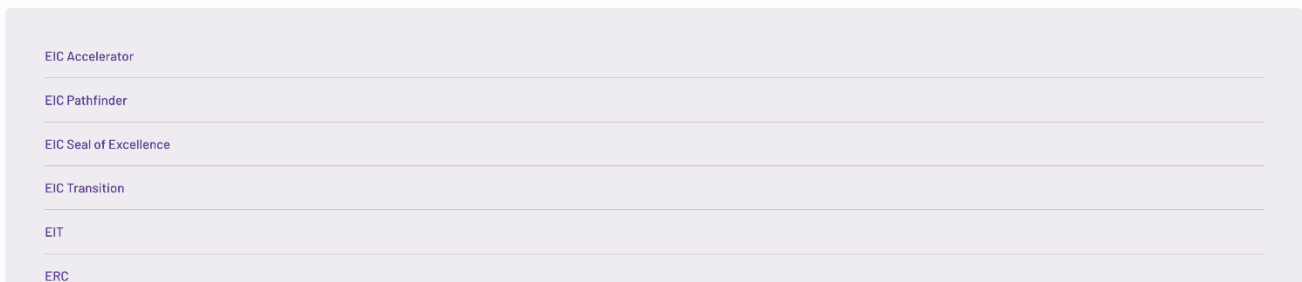


Figure 10 - InnoNext website Media Kit page

These enhancements have positioned the website not only as an informational hub, but also as an **active communication and engagement tool** at the service of InnoNext Initiative.

The InnoNext website officially went live in December 2024. Since its launch, traffic and user engagement have followed a consistent upward trajectory, reflecting both the progressive implementation of communication activities and the increased visibility of the programme among European innovation stakeholders.

- **Traffic volume and user acquisition**

- Between **December 1, 2024 and June 30, 2025**, the platform recorded: **8,961 total users** (Figure 11).

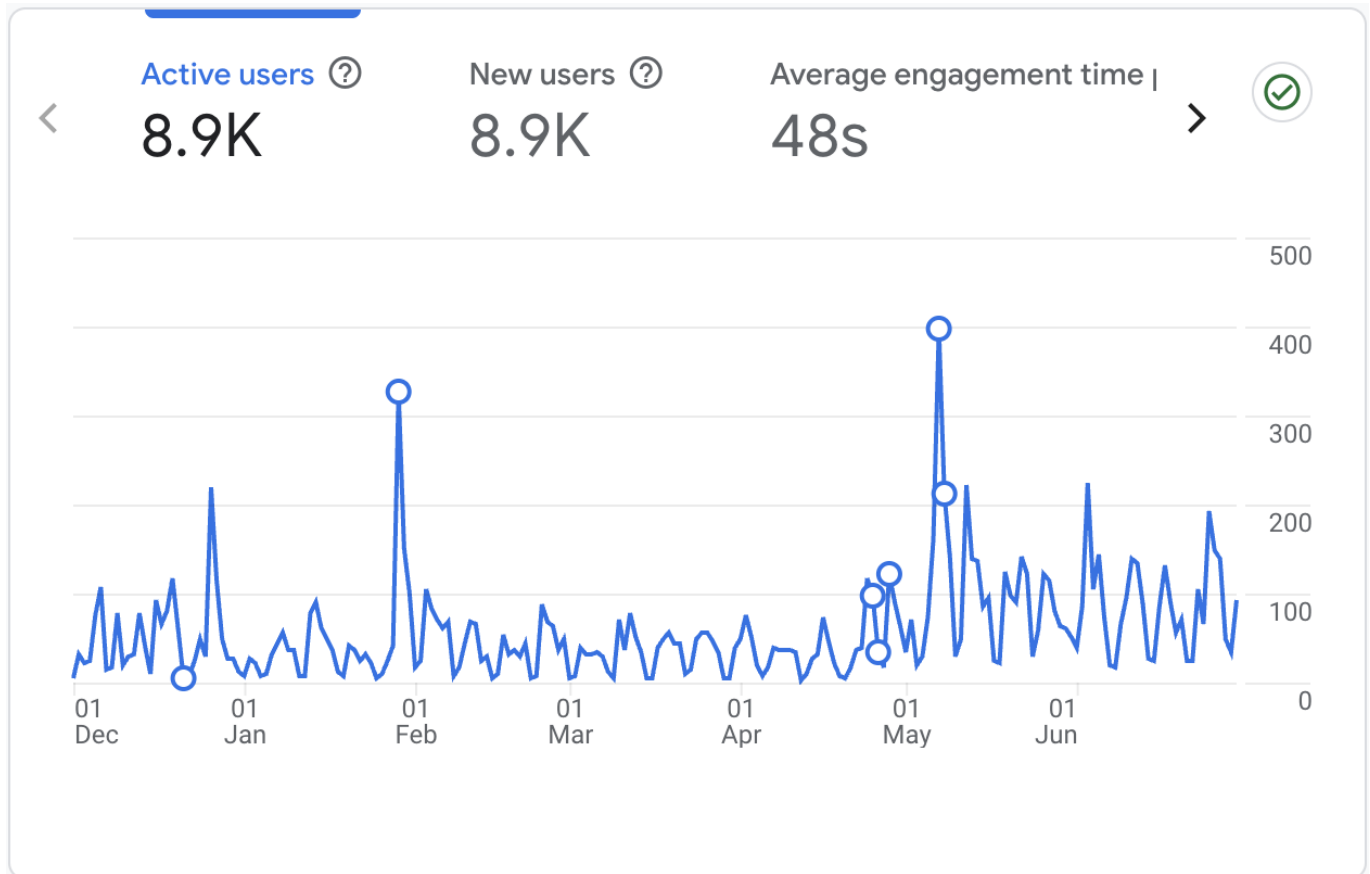


Figure 11 - InnoNext website Analytics active users (DEC 24 – JUNE 25)

approximately **35,000 page views**, and **more than 83,000 tracked events** (including page loads, scroll events, downloads, and form interactions) (Figure 12).



Figure 12 - InnoNext website views (DEC 24 – JUNE 25)

- A comparative breakdown by quarter shows:
 - **Q1 (Dec 2024 – Mar 2025):** 4,000 new users, 14,000 page views



Views

14K

< **Active users** (?) **New users** (?) **Average engagement time** | >

4K **4K** **39s**

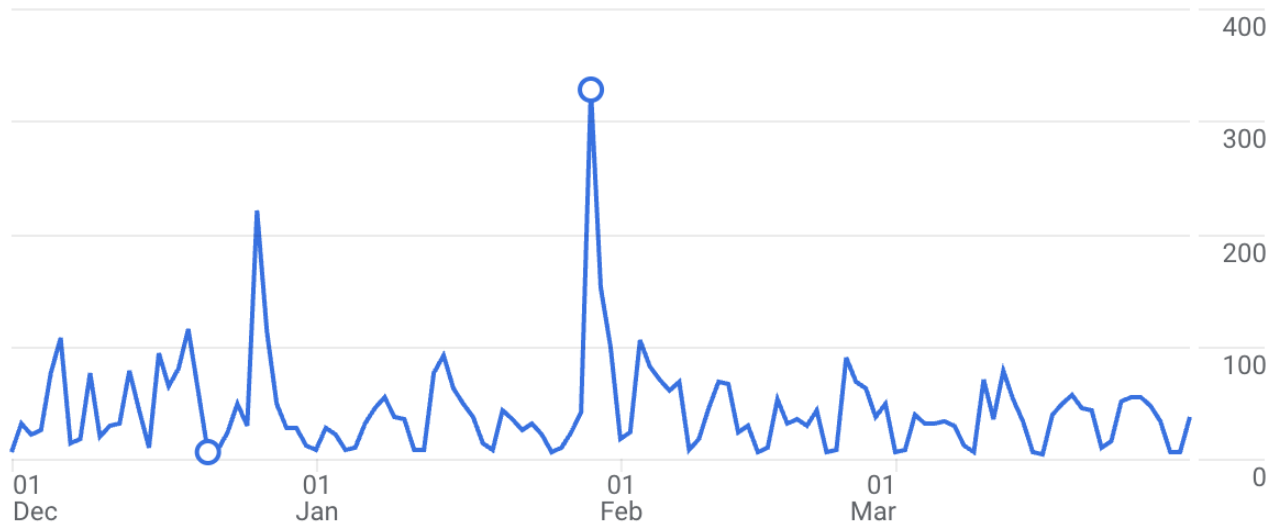


Figure 13 - InnoNext website views (DEC 24 – MAR 25)

Q2 (Apr – Jun 2025): 4,961 users (4,843 new), over 21,000 page views



Views

21K

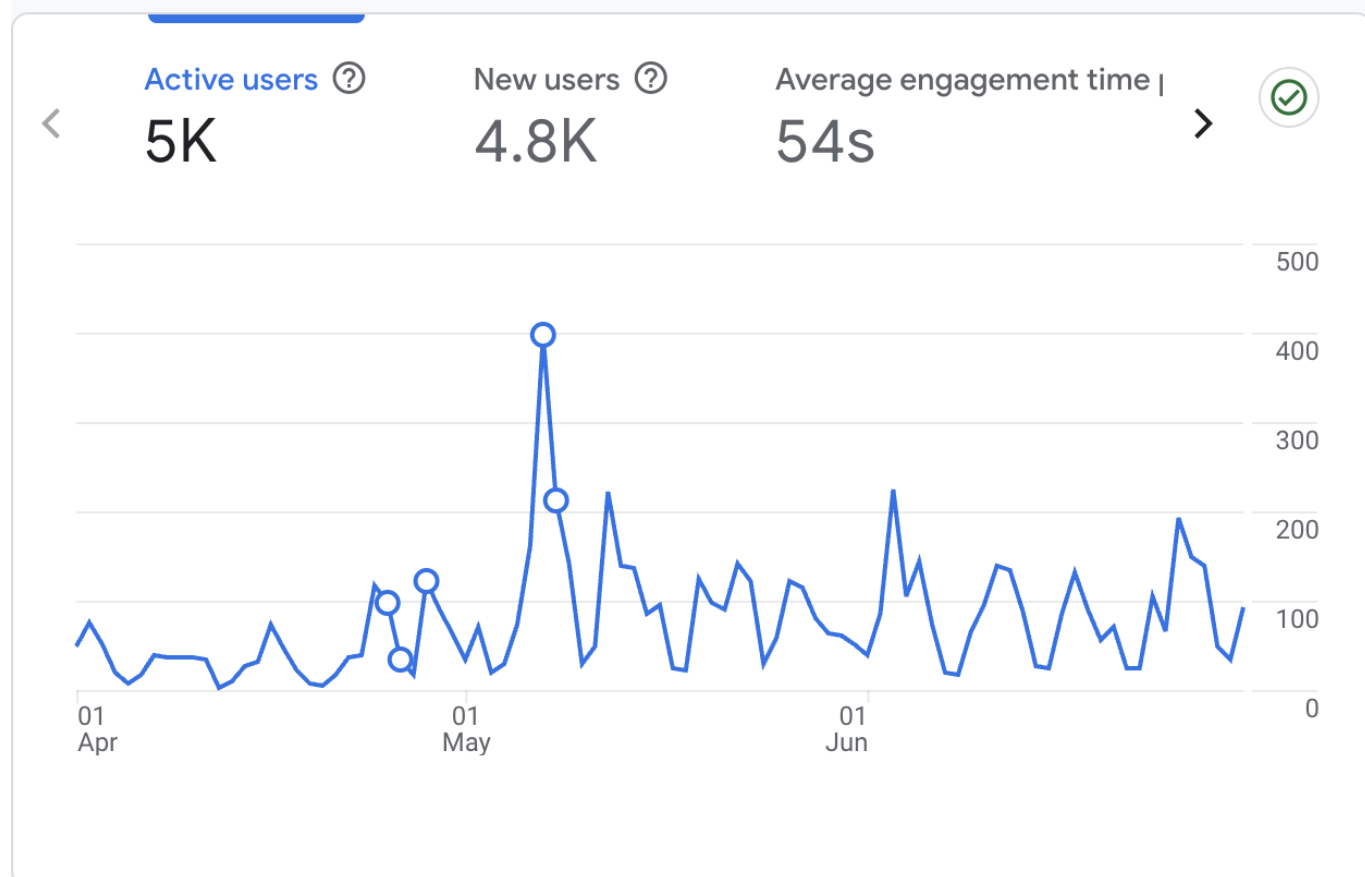


Figure 14 - InnoNext website views (APR 25 – JUN 25)

This represents a **+24% increase in user acquisition** and a **+50% increase in page views** from one quarter to the next indicating not just higher visibility, but improved session depth and platform navigation.

- **Acquisition channels**

Traffic sources reflect this growing trend dominated by:

Direct access (Dec–Mar: ~4,5K users; Apr–Jun: 6,1K users),

Referral traffic, including LinkedIn, official EIC and partner domains (~1,300 sessions per quarter),

Organic search (907 in Q1; 1,107 in Q2), showing improved indexation and SEO performance over time.

Organic social traffic (notably LinkedIn) also contributed over 500 sessions in Q1.

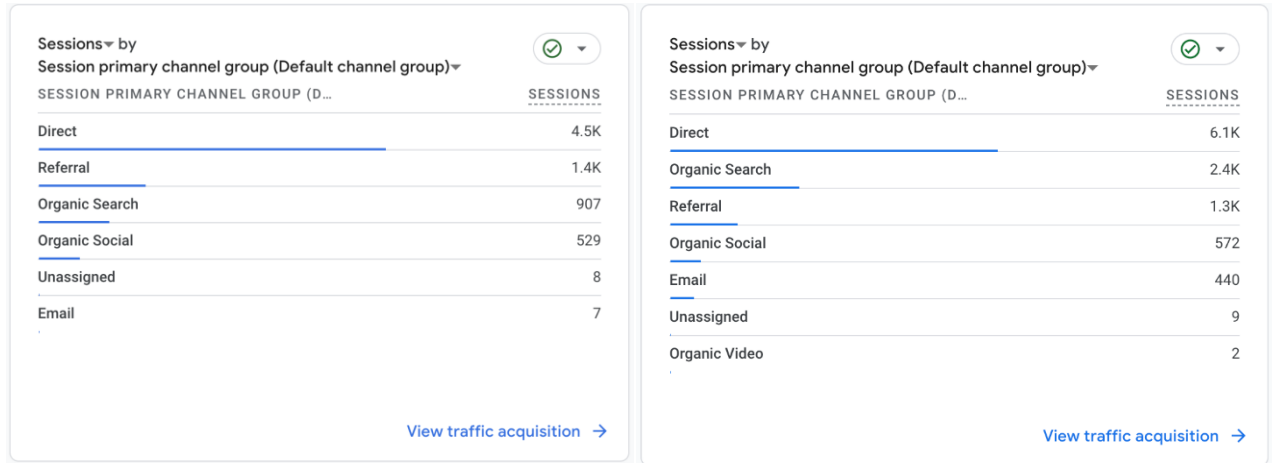


Figure 15 - InnoNext website acquisition channels

- This data points to **qualitatively richer sessions over time**, likely driven by the website's growing content offering (e.g., Success Stories, Opportunities, FAQs) and by improved targeting in partner communications.

- **Most visited pages (aggregated):**
 Homepage ("Matching people's potential"): 14K+ views
 Visiting Talents: 3.8K views
 Opportunities: 3K views
 FAQ: 2.4K views
 Hosting Companies: 2.2K views
 Resources: 2.1K views

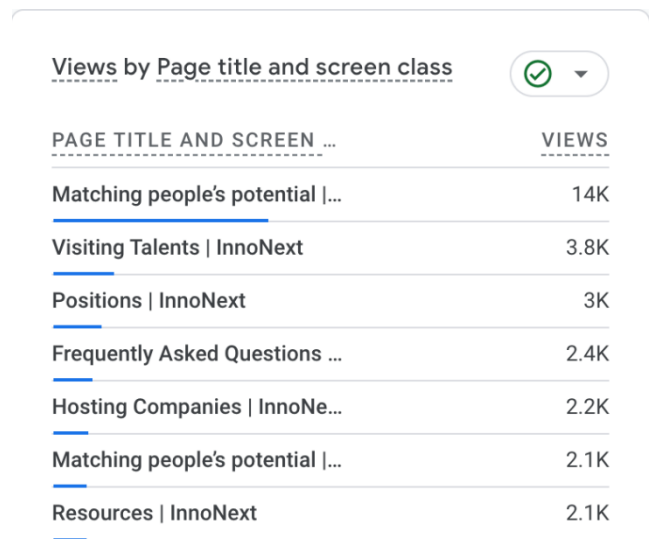


Figure 16 - InnoNext website views by page

- **Geographic origin**
 Most of the traffic originated from **Italy, Spain, Sweden, Germany, France and Ireland**, aligning with the footprint of key partner organisations. The consistency of country distribution across the two quarters supports the reliability of the outreach channels activated.



Figure 17 - InnoNext website active users by country

4.2. Editorial Plan

The InnoNext editorial plan was activated from the early stages of the project to ensure continuous and coherent communication across all channels. A **monthly social media content plan** has been established and maintained since December 2024, focusing on the project's key messages, calls to action, and alignment with EU programme milestones. This plan is shared with partner programmes via external links, enabling communication teams to stay informed and aligned with the ongoing messaging strategy.

During the initial phase, the editorial calendar focused on:

- Launch of the platform and website;
- Opening of the Open Call for Talents and Companies;
- Participation in EIC BAS events and coordination meetings;
- Promotion of the main benefits for beneficiaries (e.g. fully-funded internships, matchmaking support, EU visibility);
- Sharing of static and animated visuals, banners, and short captions adapted for LinkedIn and X.

These contents were designed in line with EIC and EIT guidelines and developed using the Canva visual kits described earlier. The posts were structured around the main identity pillars of the project: **opportunity**, **connection**, **European innovation**, and **human-centred impact**. Following the activation of the first internships, the editorial plan evolved to **integrate**



storytelling and real-life examples. A dedicated section of the content calendar was introduced to highlight:

- Success stories from both talents and hosting companies;
- Testimonials and quotes collected through structured feedback forms;
- Key learnings and expectations shared by participants;
- Visual snapshots or quotes adapted into social media graphics.

These elements are used both on the InnoNext website and in the communication streams shared with EU Partners Programmes (thanks to the media kit on the website, see *Section 3.2 – Media Kit for EU Programmes*), ensuring consistency and compliance across platforms. This integration allows for dynamic, authentic, and evolving storytelling that reflects the real impact of InnoNext on its beneficiaries.

4.3. Official Channels

The EIC Community Platform was identified from the outset as one of the core institutional channels to disseminate InnoNext content across Europe’s innovation ecosystem. During the reporting period, three articles were published:

Table 2 - EIC BAS Articles

Date	Title	Views
13 December 2024	Open Call for Companies	1,529 views
13 December 2024	Open Call for Talents	700 views
5 June 2025	General Reminder on InnoNext Opportunities	85 views

These articles aimed to boost awareness, drive traffic to the platform, and support stakeholder engagement across the EU innovation landscape. The strong performance of the two initial Open Call announcements confirms the relevance and timeliness of the campaign at its launch phase.

Social Media Channels (LinkedIn & X)

The social media strategy of InnoNext is built around the principle of visibility through **consistent, high-quality content** designed to inform, inspire, and engage the European innovation community. The editorial approach has evolved from an initial focus on institutional positioning and Open Call awareness to a more dynamic mix of storytelling, updates, and community highlights — especially with the activation of the first internship matches.

The project leverages two channels for dissemination: **LinkedIn** and **X (formerly Twitter)**. Among these, **LinkedIn has been strategically selected as the main platform** due to its alignment with the project’s target audiences — namely, researchers, founders, startups, innovation professionals, and EU stakeholders. Its professional nature, high engagement rates, and algorithmic emphasis on topic relevance make it the ideal space to communicate the value of InnoNext in a credible and authoritative tone.



X is used as a secondary, mirrored channel, where the same content is reposted to maintain consistent visibility, ensure coverage across platforms, and enable tagging of relevant institutions and initiatives.

The **editorial plan is structured on a monthly basis** and includes content categories such as Open Calls, success stories, project milestones, visual explainers, testimonials, and institutional collaborations. To streamline coordination and keep all stakeholders aligned, the monthly content calendar is shared with programme representatives via an **Excel file** containing direct links to each scheduled post

This transparent and collaborative method ensures that all involved partners — including EIC, EIT, MSCA and others — can support the dissemination effort, plan their own sharing activities, and contribute to the amplification of project visibility across Europe.

Posts by EU PPs and Innovation Ecosystem Entities

Several key EU-level actors actively contributed to the amplification of InnoNext’s visibility by publishing or resharing dedicated posts:

Table 3 - EU PP's LinkedIn posts

Entities Profile	Communication Actions
<u>Marie Skłodowska-Curie Actions (MSCA)</u>	Highlighted InnoNext as a new opportunity for MSCA fellows, positioning it as a bridge between academic research and innovation ecosystems. The post received strong engagement from the research community.
<u>EIT – European Institute of Innovation and Technology</u>	Actively shared the Open Call and project updates, leveraging its broad innovation audience.
<u>EIT Health/EIT Food</u>	Contributed by resharing content related to sector-specific opportunities, aligning InnoNext with their respective communities of innovators and startups.
<u>EIT Alumni</u>	Eit Alumni contributed to the dissemination of the initiative using the custom media kit prepared for EIT
<u>EISMEA</u>	The European Innovation Council and SMEs Executive Agency, promoted the initiative via its LinkedIn channel, enhancing credibility and trust among stakeholders and companies already involved in Horizon Europe programmes.
<u>Sistema Invitali Startup</u>	Contributed to share the InnoNext opportunity. The content is inspired thanks to the media kit for stakeholder.



<p>Alberto Gonzalez (EIT HEI Initiative)</p>	<p>Personal post underlining InnoNext’s value in supporting innovation-driven transitions in higher education and entrepreneurship.</p>
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Posts by Beneficiaries (Talents & Companies)

Following the activation of the first internships, a growing number of beneficiaries, both hosting companies and talents, began to **share their personal experiences** and enthusiasm for the programme. These posts demonstrate real engagement and add authenticity to the public narrative of the project:

Table 4 - Beneficiaries LinkedIn posts

Entities	Communication Actions
<p>StoreNow Energy Platform</p>	<p>published a welcome post for Tong Zhao, calling the collaboration “beyond exciting” and tagging InnoNext.</p>
<p>CinSoil & Aisya Heimer son</p>	<p>both posted about their new professional collaboration started through the programme, with aligned messages showing mutual appreciation.</p>
<p>Alex Berezhnoy</p>	<p>one of the selected talents, thanked InnoNext for enabling a unique learning and growth opportunity.</p>
<p>Ignacia Silva Flores</p>	<p>shared her joy at starting a new career phase via InnoNext, openly recognizing the support and opportunity.</p>
<p>Sorina Uleia (CEO @Recyllux)</p>	<p>Share the internship opportunity in her company with InnoNext</p>

These posts have contributed to the creation of a trusted and visible brand presence for InnoNext within the EU innovation community, offering a credible testimony of its early impact.

Since the launch of the InnoNext official LinkedIn page in December 2024, **a total of over 25 posts have been published**, gradually building a coherent narrative around the project’s launch, Open Call campaigns, institutional updates, and success stories. The Editorial Plan followed the monthly plan described in section 4.2 and included a mix of informational, storytelling, and community content.

LinkedIn Evolution and Growth

(Nov 2024 – Jan 2025): The first posts introducing the initiative achieved solid organic reach, with the launch post exceeding 1,100 impressions and good engagement (31 clicks, 4 shares). **Posts with strong call-to-actions and visuals recorded higher CTRs** (e.g., one early post reached 27% CTR, driven by a clear explanation of the platform).



Highlights

Data for 11/1/2024 - 1/31/2025

1,098

Impressions

● 0%

38

Reactions

● 0%

0

Comments

● 0%

2

Reposts

● 0%

Figure 18 - LinkedIn Highlights NOV 24 – JAN 25

(Feb – Apr 2025): The positive trend was confirmed, with a steady **increase in impressions, reactions, and shares** across posts, even after the initial launch phase. Content focused on reinforcing the value of the initiative and providing context for applicants continued to perform well, sustaining visibility and engagement during a critical awareness-building phase.

Highlights

Data for 2/1/2025 - 4/30/2025

2,394

Impressions

▲ 118%

93

Reactions

▲ 144.7%

1

Comments

● 0%

8

Reposts

▲ 300%

Figure 19 - LinkedIn Highlights FEB 25 – APR 25

(May – Jun 2025): With the start of the first internships and publication of success stories, performance picked up again. Posts highlighting real experiences, especially with quotes and testimonials, outperformed the average in both reach and interactions. One such post (published on 25 June) achieved 945 impressions and 70 clicks, showing renewed interest tied to concrete outcomes.

Highlights

Data for 5/1/2025 - 6/30/2025

4,101

Impressions

▲ 113.1%

70

Reactions

▼ 5.4%

2

Comments

▲ 100%

5

Reposts

▼ 37.5%

Figure 20 - LinkedIn Highlights MAY 25 – JUN 25

Performance Insights

CTR (Click-Through Rate) varied significantly depending on the format and topic. Posts with embedded visuals and strong personal narratives (e.g., talent or company quotes) consistently achieved CTRs over 7%, while purely informative posts remained below 2%.

Shares and Comments remained limited in volume but grew during the activation phase, especially with content related to internships. Posts celebrating success stories or new talent onboarding prompted more reactions and external reposts.



Audience Growth was not directly measured in the spreadsheet but can be inferred by the increase in impressions for later posts and broader engagement by profiles outside the original partner network.

Key Observations

Initial Alignment – December to January

The launch of the InnoNext LinkedIn page (early December 2024) and the first Open Call announcements (January 2025) generated the first observable peaks in both social engagement and web traffic. In particular, posts published on 7 and 9 January achieved very high click-through rates (over 39% and 60%, respectively), contributing to increased visits to key landing pages such as “Visiting Talents” and “Internships”.

Phase of Consolidation– February to March

A period of sustained engagement followed, with a steady increase in **impressions, reactions and shares** on LinkedIn. While website visits stabilised, the social media channel maintained visibility and audience attention through consistent posting and reinforcement of the programme’s value proposition.

Reactivation and Strategic Momentum – April to June

The publication of success stories, the onboarding of the first interns, and the amplification of content by EU partners (EIT, EIC, MSCA, ERC, RIs) triggered a second phase of growth. Website sessions increased steadily, while LinkedIn engagement improved around posts tied to real experiences. Organic social traffic also became a relevant source, indicating successful redirection from posts to targeted pages.

These observations confirm the strategic value of synchronising editorial content with project milestones, and of prioritising authentic, beneficiary-driven communication to activate both social and web audiences.

4.4. Press Release

The following media coverage were generated organically because of the visibility and impact achieved by the InnoNext initiative. The communication strategy, including the coordinated effort with EU programme partners, targeted social media content, and updates on institutional platforms, led to **growing interest across the European innovation ecosystem**. This interest translated into a diverse set of online articles, press mentions, and news updates published by institutions, national innovation networks, and thematic platforms.

Below is a chronological table (where date information is available) of the main articles and press releases published online between December 2024 and June 2025.

Table 5 - Press releases

Date	Newspaper	URL
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5/12/24	APRE (European Promotion & Research Agency)	https://apre.it/leic-offre-fino-a-30mila-euro-in-tirocini-con-il-programma-innonext/
6/12/24	NCP Flanders	https://ncpflanders.be/news/innonext-the-next-generation-innovation-talents-initiative-call-open
24/2/25	ERA Portal Austria	https://era.gv.at/news-items/eic-presents-innonext-initiative-for-companies-holding-seal-of-excellence/
5/3/25	FIRST	https://first.art-er.it/news/colmare-il-divario-tra-ricerca-e-impresa-leic-mette-campo-liniziativa-innonext
5/3/25	Euraxess	https://www.euraxess.nl/netherlands/news/innonext-new-initiative-connecting-science-and-business
19/3/25	Grant Office	https://grantoffice.athenauni.eu/2025/03/19/innonext-next-generation-innovation-talents-initiative/
8/4/25	Campania Competitiva	http://www.campaniacompetitiva.it/innonext-opportunita-per-giovanitalenti-deep-tech-e-innovatori/
24/4/25	EIT	https://www.eit.europa.eu/news-events/news/innonext-opens-doors-eit-talent-and-startups-across-europe
25/4/25	EIT Health	https://eithealth.eu/news-article/innonext-matching-eit-health-talent-with-entrepreneurs-and-innovators/
25/4/25	European Times*	https://www.europeantimes.news/de/2025/04/innonext-%25C3%25B6ffnet-T%25C3%25BCren-f%25C3%25BCr-EIT-Talente-und-Startups-in-ganz-Europa/
13/5/25	Ket Marketi	https://ketmarket.eu/funding/innonext-next-generation-innovation-talents-initiative/
22/5/25	EIT Tech Talent	https://www.eitdeeptechtalent.eu/news-and-events/news-archive/innonext-connecting-innovators-with-entrepreneurs-through-innovation-internships/
27/5/25	FIRA	https://www.fira.it/innonext-la-piattaforma-ue-che-finanzia-i-tirocini-dei-talenti-deep-tech-nelle-impres/
28/5/25	NKS	https://www.nks-msc.de/en/InnoNext-internship-



		scheme-open-to-MSCA-fellows-2675.html
4/6/25	Innova	https://www.vinnova.se/en/events-calendar/20252/06/innonext--matching-deep-tech-talent-and-companies-for-fully-funded-internships/
18/6/25	Universidade de Coimbra	https://www.uc.pt/en/uc-news/articles/innonext-programme-now-available-to-the-eit-health-community/
23/6/25	Il Sole 24 Ore**	https://www.ilsole24ore.com/art/innonext-torino-snodoprogramma-europeo-ricerca-innovatori-AHqQkfHB?refresh_ce=1
	EIC	https://eic.ec.europa.eu/eic-funding-opportunities/bas/innonext-next-generation-innovation-talents-initiative_en
	Cordis	https://cordis.europa.eu/project/id/101160467
	Links Foundation	https://linksfoundation.com/progetti/innonext/
	Climate KIC	https://www.climate-kic.org/open-call/innonext-call-eit-talents-start-ups/
	Bandosubito	https://bandosubito.it/pro/grants/innonext-next-generation-innovation-talents-initiative-progetto-innonext-horizon-eic-2023-talents-01-01-commissione-europea-progetto-innonext/
	Mario Furore	https://www.mariofurore.it/it/bandi/innonext-iniziativa-dei-talenti-dellinnovazione-di-nuova-generazione/
	Ricerca e Innovazione	https://www.ricercaeinnovazione.it/fund/innonext-next-generation-innovation-talents-initiative/12065
	EIT Community	https://eit-ris.eu/events/innonext-call-for-eit-talents-and-start-ups/
	Horizon	https://horizoneurope.md/en/news/innonext-platform
	Europa Innovazione	https://www.europainnovazione.com/colmare-il-divario-tra-ricerca-e-impresa-leic-mette-in-campoiniziativa-innonext/
	Funding Programmes Portal	https://www.fundingprogrammesportal.gov.cy/en/call/innonext-next-generation-innovation-talents-initiative-agqlika-2025/



* The European Times is an independent digital media outlet based in Madrid, launched in 2020 and officially registered as a European trademark. With a focus on topics of relevance to the European Union—such as human rights, economic policy, science and innovation—it aims to inform a diverse readership across the continent. The platform publishes multilingual content and collaborates with journalists, researchers, and civil society actors to foster transparency, democratic values, and informed public discourse throughout Europe.

** Il Sole 24 Ore is Italy's leading financial and economic daily newspaper, headquartered in Milan and published by the 24 ORE Group. With a longstanding reputation for editorial independence and analytical rigor, it provides in-depth coverage of macroeconomic trends, public policy, financial markets, and European affairs. As a trusted source among professionals, institutions, and decision-makers, Il Sole 24 Ore plays a key role in supporting informed economic dialogue both within Italy and across the European Union.



5. Scouting and Events

5.1. Events

To reach a more significant number of users and initiate a direct scouting activity, the InnoNext team also initiated a series of **direct actions based on activating the partners' existing networks** to generate a "word of mouth" effect and participated in a series of vertical events aimed at presenting the project to a broader audience.

The word-of-mouth strategy was specifically targeted towards the RES network and the direct involvement of the French Federation, which includes 84 locations in France, Belgium, Spain and Portugal.

RES attended an annual event organised by the French Federation called "Forum des Présidents et Directeurs Réseau Entreprendre" on November 14th–15th, 2024, dedicated to all the heads of the network. During the meeting, RES had the opportunity to present the InnoNext Initiative and activate the network of mentors and local representatives to identify potential participants eligible as beneficiaries.

To facilitate this engagement, an online form to identify the potential beneficiaries was created and disseminated through the RES ecosystem, thanks to the support of all the Presidents and Directors. The aim was to identify which start-ups and companies in the RES ecosystem matched the profile of InnoNext beneficiaries. This approach will be replicated in other vertical networks in the upcoming cycles. Moreover, the form allows the Consortium to organise follow-ups and establish direct 1-to-1 contact with eligible candidates, ensuring guidance throughout the onboarding process.

In parallel, the Consortium actively participated in a few events — both in-person and online — promoted by institutions and stakeholders linked to the Partner Programmes. These activities were key to strengthening visibility, building trust, and connecting with communities already familiar with EIC, EIT, MSCA and other relevant frameworks.

Among the most relevant events were:

- **EIC Summit 2025 – Brussels (April 2025)**: InnoNext was presented during a high-level institutional panel on talent mobility and EU innovation support. The event enabled the team to establish new contacts and generate valuable outreach toward potential beneficiaries.
- **Réseau Entreprendre Piemonte Networking Event (Artepreneur - 28 May 2025)**: The project was introduced to a curated audience of early-stage companies and mentors within the RES ecosystem.
- **Cross-Border Doctoral Workshop – Université de Lyon and Turin (25 June 2025)**: A roundtable format enabled focused discussion on the role of PhD students in startups and innovation pathways, positioning InnoNext as a support mechanism for young researchers.



The project was also presented in a series of **targeted local events**, both physical and digital — which proved effective for engaging specific groups of beneficiaries affiliated with the regional and national programmes participating in InnoNext. In this context, a dedicated **webinar for the Swedish National Contact Point (12 June 2025)** allowed direct outreach to MSCA and ERC researchers in Scandinavia, generating interest and activating new opportunities for cross-border participation.

These collective efforts ensured the programme's presence across multiple levels of the innovation ecosystem, facilitating both broad awareness and targeted matchmaking.

Table 6 - InnoNext participated events

EU PP involved	Event Name	Date	Type of participation
MSCA	MSCA DN 2023 Coordinators Info event on	12/11/2024	Indirect
MSCA	Meeting with national contact points	27/11/2024	Remote
EIC	EIC BAS (business Acceleration Service) Contractors Day	30/02/2025	In person
EIC	EIC Summit 2025	2-3/04/2025	In person
EIC	Quantum Technologies Portfolio	05/02/2025	In person
MSCA	Cafè Curie	12/02/2025	In person
Open	InnoNext Webinar Info Session for Talents	12/05/2025	Online
MSCA	MSCA infoday	10/06/2025	Online
OPEN	InnoNext Webinar Info Session for Companies	19/05/2025	Online
EIC	EIC Days	23/05/2025	In person
Open	Réseau Entreprendre Startup event	28/05/2025	In person
Swedish NCP (ERC, MSCA, RI)	InnoNext – Matching deep tech talent and companies for fully funded internships	12/06/2025	Online
EIC Transition	EIC Transition	19/06/2025	Online
MSCA	DN 2025	18/06/2025	In person
Universities Lyon and Turin	Cross border Doctoral Workshop 2025 - Round Table 'Why recruiting PhDs?'	25/06/2025	Online

5.2. Webinar

Two dedicated webinars were designed and delivered, one for **talents** and one for **companies**, with the objective of clearly introducing the InnoNext opportunity, explaining the application process, and answering practical questions. These sessions represented a key moment of activation, helping to align expectations and build trust across both sides of the matching process.



The communication around the InnoNext webinars was carefully planned to ensure maximum reach and participation. Each session was promoted through all available dissemination channels, including:

- **Custom social media content** shared via the official InnoNext LinkedIn and Twitter profiles;
- **Targeted outreach** through the communication focal points of the EIC, EIT, MSCA and other affiliated programmes;
- **Direct messaging and partner amplification**, ensuring alignment with institutional communication streams.

Once each webinar concluded, the recording was uploaded to the InnoNext [YouTube channel](#) and made publicly accessible. To ensure continued visibility and usability, the video was also embedded on the official InnoNext website and reshared through social media, allowing stakeholders to access the content asynchronously. This multichannel approach ensured both live participation and long-tail engagement.

Two webinars have been successfully delivered, reaching over **400 registered participants** and attracting approximately **200 live viewers**. The recordings are available on the InnoNext Website, in the Resources Section (<https://www.innonext-project.eu/en/resources>).

In the meantime, key participation data and insights have been collected, particularly from the Q&A sessions. The questions raised provide a clear overview of the main concerns and areas of interest from potential EIT beneficiaries.

Webinars in Number

n.463
registered

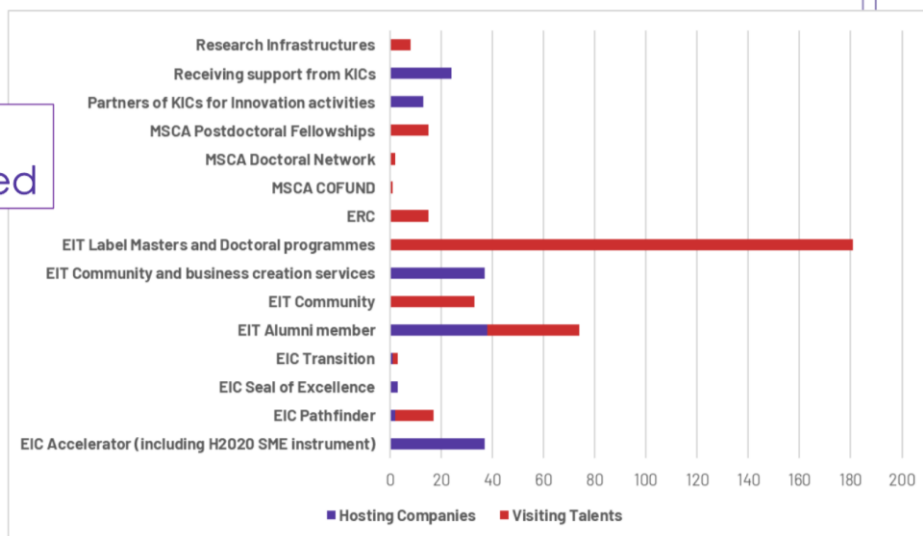
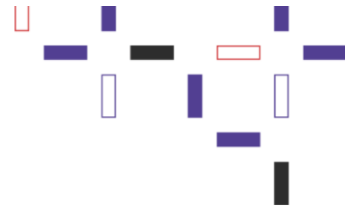


Figure 21 - InnoNext webinars registration numbers



Webinars in Number



n.157
VT Attendees

n.85
HC Attendees

n.55
questions received

n. 61
questions received

Figure 22 - InnoNext webinars KPI'S



6. KPIs and Next Steps

The communication and dissemination KPIs defined in the InnoNext Communication & Dissemination Plan (D4.1, section 6.2) were structured around the five project cycles described in Section 6.1, page 41, each corresponding to a phase of engagement and content production aligned with the project’s operational milestones.

At midterm stage, the overall performance shows some variances compared to the initial expectations. One of the main reasons lies in the **delayed start of Cycle 1**: while the launch of the Open Call was originally planned for the end of Q1 (October 2024), it was effectively rolled out only in **December 2024**. This postponement caused a shift in the communication timeline, as initial efforts had to focus on **scouting, ecosystem activation, and stakeholder engagement** rather than public content generation.

With the platform now populated and the first internship matches activated, the communication plan is entering a more dynamic phase. Valuable materials are being collected — including testimonials, visuals, and company narratives — which will enrich future storytelling and drive broader audience engagement. This same principle applies to the production of editorial content for the **EIC Community Platform**, which is expected to ramp up in the second half of the project thanks to concrete, compelling stories drawn from real matches and talent journeys.

On the other hand, **website performance has significantly exceeded expectations**. The user metrics confirm that the platform’s structure, usability, and content offering successfully addressed the needs and interests of beneficiaries from early on.

Finally, one of the most remarkable achievements at midterm is the **volume and quality of media coverage**, with more than two dozen articles spontaneously published by authoritative portals and innovation-focused news outlets across Europe. This highlights the intrinsic value and perceived relevance of the initiative — and confirms the effectiveness of the early positioning and communication work.

Although both **LinkedIn and Twitter (X)** were used for dissemination, **Twitter proved less impactful in terms of engagement and traffic generation**. As a result, the communication team progressively concentrated its strategic focus on **LinkedIn**, which consistently demonstrated higher reach, stronger interactions, and better alignment with the target audience. That said, **all social media content continues to be published in parallel on both platforms**, following a **specular content plan** designed to ensure consistency, visibility, and inclusiveness across channels.

Below is a comparative table summarising the KPIs defined in D4.1 alongside the results achieved at M12.

Asset	Description	KPI Expected	KPI Reached
Social Media contents (LinkedIn)	Number of posts, video photos etc	+75	41



Social Media contents (Twitter)	Number of interactions (likes, retweets, mentions) on Twitter posts	+75	41
Articles EIC Community Platform	Total number of Articles	18	3
Press Release	InnoNext Press Release	3	28
Participation in Events and Workshops	Number of events where InnoNext is involved	2	8
InnoNext website	Visits	2.236	39.351
InnoNext website	Unique visitors	1.600	3.307

Table 7 -KPIs Expected and KPIs Reached (July 2025)

Lessons Learned and Next Steps

The midterm assessment of communication activities has provided several important insights that will shape the strategic focus of the next dissemination phase.

First, the value of a **people-centred narrative** has been clearly confirmed. Posts highlighting real experiences — particularly those shared directly by talents and hosting companies — consistently outperformed generic promotional content, both in engagement and traffic conversion. This validates the decision to integrate **success stories** into the editorial strategy and confirms their central role moving forward.

Second, the data show the importance of **timing and alignment with project milestones**. Posts and campaigns launched in conjunction with concrete events — such as the opening of the platform, internship matches, or partner announcements — generated the most visibility and interactions. This highlights the need to plan editorial peaks around operational cycles to maximise impact.

Third, while initial efforts focused on ecosystem activation, the second half of the project must rebalance priorities toward **content depth and continuity**, especially in underperforming areas such as the **EIC Community Platform articles**. With more tangible outcomes and testimonials now available, the conditions are in place to accelerate editorial production and outreach.

From a channel strategy perspective, **LinkedIn has proven to be the most effective platform**, while Twitter will continue to be used primarily as a **mirrored distribution channel** to ensure consistency and coverage. Stronger coordination with communication focal points from partner programmes (EIT, EIC, MSCA, ERC, RIs) will also be reinforced to amplify reach through institutional channels.

Moreover, the project will continue to **leverage the valuable contribution of ongoing exchanges with EU programmes**, which have already brought clear improvements in the quality



of editorial content and the effectiveness of dissemination through trusted and high-visibility partner channels.

In terms of next steps, the following actions will be prioritised:

- **Increase the rhythm of storytelling** around internship experiences, talent journeys, and company challenges;
- **Strengthen content contributions to the EIC Community Platform**, aligning articles with project milestones and success metrics;
- **Monitor traffic and engagement trends** to continuously optimise formats, timing, and calls to action;
- **Amplify cross-programme collaboration**, ensuring all EU-affiliated partners have access to updated visuals, templates, and messaging.

These lessons, rooted in data and collaboration, will serve as a compass for refining and scaling communication impact in the final phase of the project.



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Innovation
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