



## D6.3 Regular Updates and Outreach Efforts for Phase 2

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\* **R**=Document, report; **DEM**=Demonstrator, pilot, prototype; **DEC**=website, patent fillings, videos, etc.; **OTHER**=other

\*\* **PU**=Public (fully open), **SEN**=Sensitive — limited under the conditions of the Project/Grant Agreement, **CI**=Classified (RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision 2015/444)



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### Executive Summary

The project's communication strategy aimed at ensuring an effective, clear and consistent communication between all stakeholders, including project team members, project partners, academic and non-academic staff of higher education institutions, regional innovation system actors, policy makers, industry partners and the general public. Communication KPIs were set at the beginning of the action and have been monitored and evaluated throughout. The main channels used to disseminate information were the website, the social networks of the partner organisations involved, email communication, attended international events arranged by external stakeholders, but mainly the (26) physicals, hybrid or virtual events organised by the Consortium or its individual members. The management of the communication strategy was carried out under the leadership of TUL, and the communication team consisted of representatives from each of the project partners. In the first phase, the Consortium partners developed the strategy along with the visual identity for the project, which was consistently implemented. In the second phase, this plan continued to be followed, showing good success considering the different channels as can be shown in the following sections. To sum up, 56 social media posts were created with a total of 1697 interactions, with an average reach of over 3,000 people (LinkedIn), over 3,500 people (Instagram) and over 8,000 people (Facebook). The project website, which informed the general public about project achievements, best practices, the accelerator programme, training events and other events, was visited by more than 35,000 people from all over the world (mainly from the USA, China, Germany, Singapore, France and others). The physical, hybrid or virtual events organised by the Consortium members in the second phase were attended by nearly 750 participants. Almost 900 students participated in the Skills2Scale MOOC "5G and beyond technology & business innovation potential". 14 articles for sharing experiences and best practices were developed and published in the web Library. Key S2S good practice "5G Interdisciplinary Innovation Lab" was uploaded to the EIT HEI Resource Hub. It can be stated that the objectives and indicators set for the communication strategy have been met and exceeded in the second phase of the project, with a 1659% increase in the number of visitors to the project website, a 106% increase in social media posts, a 2% increase in visibility and a 35% increase in press releases. Only the number of DTAP applicants (specifically 2 people) fell short of the target of 30 applicants, but the basic objective of supporting 20 start-ups was achieved.

In the next phase after the implementation of the project, the sustainability of many of the project results will be ensured and further promoted under EIT HEI Initiative and the Skills2Scale project.



## About the EIT HEI Initiative

The EIT HEI Initiative: Innovation Capacity Building for Higher Education has been designed with the aim of increasing the innovation and entrepreneurial capacity in higher education by bringing together HEIs in innovation value chains and ecosystems across Europe. A central philosophy of the EIT is the integration of the EIT Knowledge Triangle Model into all its activities. HEIs selected to participate in the HEI Initiative will also leverage and use the Knowledge Triangle Model as an enabler, facilitating the creation of systemic, institutional change. Additionally, HEIs selected to participate in the HEI Initiative will contribute to and leverage Smart Specialisation Strategies, the Regional Innovation Impact Assessment (RIIA) Framework, as well as align to the goals of the EIT Regional Innovation Scheme (EIT RIS). This will strengthen the links between HEIs and their local and regional ecosystems and provide an impetus to leverage additional funding sources beyond the HEI project funding period of the selected HEI projects.

HEIs are encouraged to prepare applications which will support the development and implementation of six Actions in their institutions, cumulatively leading to institutional transformation, an increase in entrepreneurial and innovation capacity, and integration with innovation ecosystems.



## 1 Introduction

This deliverable (D6.3) provides a comprehensive overview of Skills2Scale's communication and promotion activities, highlighting regular social media updates and other key outreach efforts that support the project's brand development and communication. It details the involvement of key stakeholders and target audiences, including policymakers, industry, academia, and the general public, in promoting the project's objectives and outcomes. The document offers a thorough picture of how the project is presented and how its objectives and results are communicated to different target groups. [Chapter 2](#) summarizes the defined communication and dissemination strategy, its objectives, the communication plan, and the responsibilities of the partners in achieving the project's communication and dissemination goals of the 2nd phase. [Chapter 3](#) looks at the achievement of key performance indicators during the second phase of the project and provides an overall summary of the achievement of the objectives of the Skills2Scale communication strategy. [Chapter 4](#) focuses on the specific dissemination tools and physical, hybrid, or virtual events carried out in the second phase of the project. For each action, the source of information and visual documentation is provided. The conclusion provides a comprehensive overview of the project's communication and promotion activities.



## 2 Communication and dissemination strategy

### 2.1 Key Objectives

The Skills2Scale communication and dissemination strategy, presented in detail in D6.2, aimed at (i) raising awareness of the project activities, (ii) disseminating the resources produced, and (iii) involving key target groups to influence and bring change in the B5G innovation ecosystem. To achieve these goals, the following key objectives were expected to be met:

- Create awareness of the project and convince promising startups to participate in the accelerator;
- Attract participants to project activities and training;
- Start engaging with actors and stakeholders working in deep tech and B5G;
- Communicate to the broader public and raise awareness of deep tech, 5G, and entrepreneurship;
- Disseminate project results to key target groups such as universities, startups, enterprises, centres, and innovation intermediaries working in the 5G and deep tech sectors;
- Raise awareness of the project results through relevant events and conferences across Europe;
- Support partners in communicating and disseminating their work and co-create local dissemination and communication activities, involving and influencing key stakeholder groups at EU, national, and local levels;
- Coordinate a set of dissemination events implemented by the Consortium.

### 2.2 Communication Plan

The communication plan of Skills2Scale aimed at reaching audiences across Europe across the higher education, deep tech, and 5G sectors and their ecosystems to raise awareness of the project and its activities, thus attracting enough participants to the events to implement within the project. This plan was tailored for a set of target audiences, as each of them has its peculiarities. For instance, influencing students differ significantly from academic or non-academic staff or policymakers, and also the final goal of such influence varies. The Consortium partners identified those target groups in D2.1, as can be seen in Figure 1 below, including (i) Higher Education Institutions (HEIs), (ii) Knowledge and Innovation Communities (KICs), (iii) SMEs and Startups, (iv) Students' related sectors, (v) Other students, (vi) Academic Staff, (vii) Non-Academic Staff, (viii) Industry, (ix) Policymakers, (x) Regional Innovation Ecosystem Actors, and (xi) general population.

For each of those target groups, the project depicted the communication channels, tools, and activities to consider to reach them. Also, Skills2Scale partners identified the key messages to communicate to them, meaning, what they could learn to get involved with the project. Aiming at not repeated content, that information can be found in [D6.2](#).





**Figure 1.** Skills2Scale communication and dissemination target groups

### 2.2.1 Partners Responsibilities

The Skills2Scale communication and dissemination strategy committed all partners to be active and independent in the communication of the project, considering its implementation of the directives and material from the EIT Communication Guidelines. In Skill2Scale, it was agreed that:

1. Each institution would nominate two representatives to become part of a communication team, that had online meetings throughout the project to fine-tune the joint communication strategy.
2. Individual organizations would be responsible for communicating local events. For transnational events, the organizing partner would create and share communication visuals so other partners could communicate it independently.
3. The activity coordinator, TUL, created a shared spreadsheet on the project repository to keep track of the outcomes and key information about them, including (i) the project's most significant events and activities - see Table II, (ii) KPIs, (iii) posts on social media, which included social sites and the post metrics - see Table I, partially shown, (iv) relevant web pages and (v) press releases. The spreadsheet was regularly checked by selected TUL staff, and in case of any problems, members of the partner's communication team were contacted.

Table 1. Overview of social media posts (detailed view)

Partner	LinkedIn					Facebook					Instagram				
	name of the post	date	link	No of followers	statistics (like, comments, share)	date	link	No of followers	statistics (like, comments, share)		date	link	No of followers	statistics (like, comments, share)	
TUL	EIT UM Innovation East Hub at TUL	12.3.2024	<a href="https://www.linkedin.com/post/https://www.linkedin.com/post/">https://www.linkedin.com/post/</a>	389	64/0/7	18.3.2024	<a href="https://www.facebook.com/photo/https://www.facebook.com/photo/">https://www.facebook.com/photo/</a>	8000	20/0/0		19.3.2024	<a href="https://www.instagram.co/https://www.instagram.co/">https://www.instagram.co/</a>	4262	35/0/0	
	DTAP	19.3.2024	<a href="https://www.linkedin.com/post/https://www.linkedin.com/post/">https://www.linkedin.com/post/</a>	389	13/0/1						12.3.2024	<a href="https://www.instagram.co/https://www.instagram.co/">https://www.instagram.co/</a>	4262	97/0/0	
	Webinar NSCRD (18th April)	12.4.2024	<a href="https://www.linkedin.com/post/https://www.linkedin.com/post/">https://www.linkedin.com/post/</a>	389	12/0/0	12.4.2024	<a href="https://www.facebook.com/photo/https://www.facebook.com/photo/">https://www.facebook.com/photo/</a>	8000	15/0/1		12.4.2024	<a href="https://www.instagram.co/https://www.instagram.co/">https://www.instagram.co/</a>	4262	20/0/0	
	PLE Liberec	14.5.2024	<a href="https://www.linkedin.com/post/https://www.linkedin.com/post/">https://www.linkedin.com/post/</a>	389	48/3/5	14.5.2024	<a href="https://www.facebook.com/photo/https://www.facebook.com/photo/">https://www.facebook.com/photo/</a>	8000	10/0/0		14.5.2024	<a href="https://www.instagram.co/https://www.instagram.co/">https://www.instagram.co/</a>	4262	29/0/0	
	Digital conference (reposted of UNU)	12.6.2024	<a href="https://www.linkedin.com/post/https://www.linkedin.com/post/">https://www.linkedin.com/post/</a>	389	14/0/1										
UPV	DTAP	3.4.2024	<a href="https://www.linkedin.com/feed/https://www.linkedin.com/feed/">https://www.linkedin.com/feed/</a>	172	20/0/3										
	Training Webinar ("AI Applicability in 6G Systems)	9.4.2024	<a href="https://www.linkedin.com/feed/update/urn:li:activity:71834048https://www.linkedin.com/feed/update/urn:li:activity:71834048">https://www.linkedin.com/feed/update/urn:li:activity:71834048</a>	172	17/0/2										
	Digital Skills Summit	16.5.2024	<a href="https://www.linkedin.com/feed/https://www.linkedin.com/feed/">https://www.linkedin.com/feed/</a>	172	32/0/1										
	PLE Liberec	16.5.2024	<a href="https://www.linkedin.com/feed/https://www.linkedin.com/feed/">https://www.linkedin.com/feed/</a>	172	28/0/0										
	EIT HEI Alumni	21.5.2024	<a href="https://www.linkedin.com/feed/https://www.linkedin.com/feed/">https://www.linkedin.com/feed/</a>	172	14/0/2										
UzhNU	Startup Enthusiasts	1.3.2024	<a href="https://www.linkedin.com/post/https://www.linkedin.com/post/">https://www.linkedin.com/post/</a>	130	17/0/1	1.3.2024	<a href="https://www.facebook.com/share/https://www.facebook.com/share/">https://www.facebook.com/share/</a>	7/0/0							
	DT Accelerator Program	21.3.2024	<a href="https://www.linkedin.com/post/https://www.linkedin.com/post/">https://www.linkedin.com/post/</a>	130	40/0/9	21.3.2024	<a href="https://www.facebook.com/share/https://www.facebook.com/share/">https://www.facebook.com/share/</a>	6/0/6							
	DTAP	28.3.2024	<a href="https://www.linkedin.com/post/https://www.linkedin.com/post/">https://www.linkedin.com/post/</a>	130	13/0/1										
	Digital Conference: Uzhorod University	10.6.2024	<a href="https://www.linkedin.com/post/https://www.linkedin.com/post/">https://www.linkedin.com/post/</a>	130	17/0/3										

Table 2. The Most significant events and related promoting/disseminating activities of S2S partners (detailed view)

	DTAP	Training Webinar AI	PLE in Liberec	Policy Forum	Webinar Funding Opportunities	Digital Conference	Communication of MOOC	PLE in Thessaloniki
UPV	LinkedIn, mailing list, personal contacts	LinkedIn, personal contacts	LinkedIn	LinkedIn, personal contacts	LinkedIn, personal contacts	LinkedIn, personal contacts	Telecommunication school subjects, mailing lists, personal contacts, International events (20x30 digital skills summit), Summer school for master students, Other regional universities	LinkedIn
UNU	LinkedIn, mailing lists, personal contacts, Facebook, web UNU	LinkedIn	LinkedIn	LinkedIn	Personal contacts	personal contacts, mailing	personal contacts, mailing	LinkedIn
Fogus	LinkedIn, mailing lists, personal contacts	LinkedIn	LinkedIn	LinkedIn		LinkedIn	personal contacts, mailing	LinkedIn



<b>ENVOLVE</b>	LinkedIn, mailing list & contacts	LinkedIn, mailing list & contacts	LinkedIn	LinkedIn, mailing list & contacts	LinkedIn, mailing list & contacts	LinkedIn	Personal contacts, mailing	LinkedIn
<b>ULU</b>	LinkedIn, mailing lists AC and LU, mailing list students, newsletter	LinkedIn, mailing list AC, personal contacts	LinkedIn	LinkedIn, mailing list AC, mailing	Personal contacts, mailing list AC, LU staff event calendar	LinkedIn, mailing list AC, personal contacts, LU staff event calendar	Mailing, mailing list AC, LU staff news	LinkedIn
<b>NCSR</b>	LinkedIn, Mailing Lists	LinkedIn, mailing list & contacts	LinkedIn	Personal contacts	LinkedIn, mailing list & contacts	LinkedIn, mailing list & personal contacts	Personal contacts	LinkedIn
<b>TUL</b>	Mailing students, direct mailing regional research institutes, web TUL, Facebook, LinkedIn	Personal contacts, mail to 130 academics and non- academics at TUL, LinkedIn, Facebook, web TUL, TUL event calendar	LinkedIn, Facebook, Instagram, web TUL	Direct mailing regional research institutes, regional policy makers, responsible persons at TUL	Personal contacts, mail to project managers/international R&D, LinkedIn, TUL event calendar	Personal contacts, mail to 130 academics and non- academics at TUL, LinkedIn, TUL event calendar	LinkedIn, direct mailing to students at TUL (Faculty of Economics, Faculty of Mechatronics, Informatics and Interdisciplinary Studies, Faculty of Mechanical Engineering)	LinkedIn
<b>web S2S</b>	*	*	*	*	*	*	*	*

### 3 Key Performance Indicators

The KPIs set at the beginning of the project were formulated on behalf of the project partners. The set KPIs corresponded to each project partner's minimum communication requirements (see Table 3).

**Table 3.** Communication KPIs

Activity	Target	Real numbers (1st phase)	Real numbers (2 <sup>nd</sup> phase)	+,- (2nd phase)	Real numbers (in total)	+,-, % (in total)
Skills2Scale website ( <a href="https://skills2scale.eu/">https://skills2scale.eu/</a> )	Total number of visitors: 2000 (by 2nd phase)	35 177		+ 33 177	35 177	+ 33 177 +1659 %
Social media posts (per partner)	10 in total 5 in each phase	12.6	8	+ 3	20,6	+10.6 +106 %
Visibility of each post	30 interactions (like, comment, share)	31	30.3	+ 0.3	30,65	+0.65 +2 %
Press releases (per partner)	2 in both phases	1.7	1	+1,7	2.7	+0.7 + 35 %
Number of regional local events organized for external audiences	20 in total 2nd phase target: 10	10	10	0	20	0
Number of European events organized for external audiences	28 in total 2nd phase target: 16	12	16	0	28	0
Number of accelerator applicants	60 in total 2nd phase target: 30	27	28	-2	55	-5 -8,3 %

At the beginning of the project, an essential communication framework was set up, including minimum requirements for communication of project activities for each partner within this scope:

- **1 social media post after each physical event:** in addition to the physical events, during the project, the partners also posted information about the webinars, the Accelerator, and the launch of the MOOC training course for students and other stakeholders. In total, **56 posts were made**, which received a total of **1697 interactions** (likes, comments, shares). Thus, with this activity, the partners not only met the minimum requirements for communication via social media but easily overstepped them. The promised KPIs for social media and the actual results can be seen in Table 4 below.
- **2 press releases on average per partner:** Envolv created a Press Release template which all the partners used and adjusted their announcements to. In total, **20 press releases** were published in the project's phases.
- **Inclusion of the project on each organization's website in the "Projects" section:** all partners created project pages on their homepages immediately after receiving the project in the first part of the project.
- **A monthly Instagram story to keep up to date with project activities:** Each Consortium partner published at least one Instagram story per month. Stories were used to quickly inform target groups (mainly students) about upcoming events. These stories aimed to provide up-to-date information about the project or entice target groups to participate in local events.



- **Collaborate with other EIT HEI projects.** In the second phase, we established new partnerships at the national/regional level with EIT Urban Mobility Innovation Hub East, EIT Health, and EIT InnoEnergy (via [Dex Innovation Centre](#)). Representatives of the EIT Hubs participated in local and peer learning events in Liberec. S2S project representatives also participated in international events where they interacted with researchers from other EIT HEI projects (see [Chapter 4.4](#) for more details).
- A detailed overview of local and international events organized by Consortium partners, including links to event reports and photo documentation, is provided in [Chapter 4](#).

## 4 Dissemination Tools/Events

As mentioned in D6.1, Skills2Scale has decided to use multiple communication tools. The **project website** became the main channel of dissemination with more than 35 thousand visits per year (see Fig. 1 Data Analytics from WordPress). All news, events, webinars, and other essential activities were communicated through this website; see Chapter 4.1. The Skills2Scale project team did not create any new social media accounts but decided to use the existing social media of the partners. The most significant advantage was the possibility to use the existing pool of followers of already established profiles. Thus, effective communication towards all stakeholders, defined in Chapter 3.3 below see Chapter 4.2 was achieved.

### 4.1 Website

The Skills2Scale website was a priority for the Consortium and was created right at the start of the project, i.e. by the end of June 2023. The NCSRD was the lead for this activity D6.1. The project website was a central communication channel, with links from most social media posts or e-mails. The main objective was to create a simple, clear, and user-friendly website.

In total, the website received more than **35 thousand visits** during the project period, including more than 11 thousand from the USA, 5.6 thousand from China, 3.6 thousand from Germany, 3.3 thousand from Singapore, 2.3 thousand from the Czech Republic, 1.4 thousand from France, 1 thousand from Finland, and 0.8 thousand from Ukraine, etc. (see Fig. 1: Analytic data form WordPress). The website was divided into the following sections:

- **Home:** information about the project and the project team, along with an overview of the individual work packages;
- **Objectives:** introducing our 8 main project objectives;
- **Consortium:** a list of all 7 full partners and 2 associates with links to their homepages;
- **Activities:** presentation of 3 core activities implemented by the project, namely the Training & Mentorship Webinars, the Accelerator start-up program, and the Best Practices MOOC;



### "5G AND BEYOND TECHNOLOGY & BUSINESS INNOVATION POTENTIAL"

Massive Open Online Course

Open for Everyone

The InfoScale Consortium announces the launch of the Massive Open Online Course "5G and Beyond Technology & Business Innovation Potential", open and available for anyone through the edX platform. The link to the course is the following: <https://open.edx.org/course/course-v1:TechInnovate+5GandBeyond+5GandBeyond+2023-2024>



#### About this course:

5G is a highly disruptive technology that is transforming our world. 5G opens up possibilities for disruptive innovation in any sector, as well as numerous opportunities for the creation of new business models or the major enhancement of existing ones. With it a new era of 4th, the upcoming 5th, wireless generations. This vast innovation potential will be gradually exploited.

#### What you'll learn:

- Gain an in-depth understanding of 5G & 6G technology and its applications
- Trace the evolution of mobile-communication leading up to 5G
- Analyse the architecture of the 5G system and its key components
- Knowledge regarding emerging technologies behind 5G, including IoT, SD-WAN, network slicing and cloud native
- Examine the various services made possible by 5G networks
- Awareness of the vast potential for innovation brought by 5G technology
- Analyse an open-world case study highlighting innovative applications of 5G technology
- Identify opportunities for entrepreneurship and innovation with 5G
- Understand the technical development process for products or services in the context of patents and prototypes
- Gain insights into the regulatory framework surrounding 5G technology

[Go to Course](#)

### DEEPTech ACCELERATOR PROGRAM

Call for Expression of Interest

Open call for businesses from all over the world to apply for the DeepTech Accelerator Program

> 2 month program for 20 startups & 500k from Europe and non-EU (see accepted countries)

[Call for Expression of Interest is closed](#)



The Skille2Scale Accelerator Program is a 2-month program for 20 startups & 500k from Europe and non-EU (see accepted countries). The program is open to all startups & 500k from Europe and non-EU (see accepted countries). The program is open to all startups & 500k from Europe and non-EU (see accepted countries).

#### What the Program Offers:


1. Supporting Technology and Business Development
  - Training Platform: Skille2Scale offers a 2-month training platform for startups & 500k from Europe and non-EU (see accepted countries). The training platform is open to all startups & 500k from Europe and non-EU (see accepted countries).
  - Mentoring Platform: Skille2Scale offers a 2-month mentoring platform for startups & 500k from Europe and non-EU (see accepted countries). The mentoring platform is open to all startups & 500k from Europe and non-EU (see accepted countries).
  - Networking Platform: Skille2Scale offers a 2-month networking platform for startups & 500k from Europe and non-EU (see accepted countries). The networking platform is open to all startups & 500k from Europe and non-EU (see accepted countries).
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  - Networking Platform: Skille2Scale offers a 2-month networking platform for startups & 500k from Europe and non-EU (see accepted countries). The networking platform is open to all startups & 500k from Europe and non-EU (see accepted countries).

#### How to Apply:

Apply by 1st April 2024  
The deadline for application submission is April 1st, 2024 at 17:00 CEST.


Figure 2. Snapshot of activities promoted through the webpage

- **Events:** introduction of four PLE sites and networking events together with Policy Forums;




### PEER LEARNING EVENTS


The goal of the Peer Learning Events is to bring together H2020 and external partners to share experiences and best practices in Beyond 5G technology, getting innovation and expanding networks. Peer learning workshops, capacity building activities, and study visits, will take place.




Valencia,  
Spain



Rovaniemi,  
Finland



Liberec,  
Czech Republic



Athens /  
Thessaloniki,  
Greece

#	LOCATION	PHASE	DATE
1st PLE	Valencia, Spain	1	28-29 June 2023
2nd PLE	Rovaniemi, Finland	1	28-29 November 2023
3rd PLE	Liberec, Czech Republic	2	23-24 April 2024
4th PLE	Athens / Thessaloniki, Greece	2	22-23 May 2024

Figure 3. Snapshot of the events promoted through the webpage





- **Dissemination:** contains two tabs, namely **Deliverables** with an overview table of individual deliverables available for download and **Library** with **14 case studies, best practices, and other materials** related to Beyond 5G technology and entrepreneurship education created by Consortium HEI partners during the 2<sup>nd</sup> phase;
  - [How can one effectively showcase their startup during a pitch](#) (UNU)
  - [UM Innovation Hub East at the Technical University of Liberec](#) (TUL)
  - [Active Arctic](#) (LU)
  - [Open Source Technologies for deploying a Lab Grade 5G Environment](#) (UPV)
  - [Open SDK for the Development of B5G Network Applications](#) (UPV)
  - [Intersecting Horizons: Physics, IoT and 5G](#) (UNU)
  - [Lapland Robotics – Best practice at Lapland University](#) (LU)
  - [Bizzare Business Ideas in Lapland](#) (LU)
  - [3rd Peer Learning Event](#) (TUL)
  - [Food for Thought about Business Development](#) (LU)
  - [Lessons Learned from the Skills2Scale project](#) (TUL)
  - [Innovation picnic: Regional delicacies from Lipolink](#) (TUL)
  - [Tech Transfer Revolution](#) (UPV)
  - [4th Peer Learning Event](#) (Envolve)

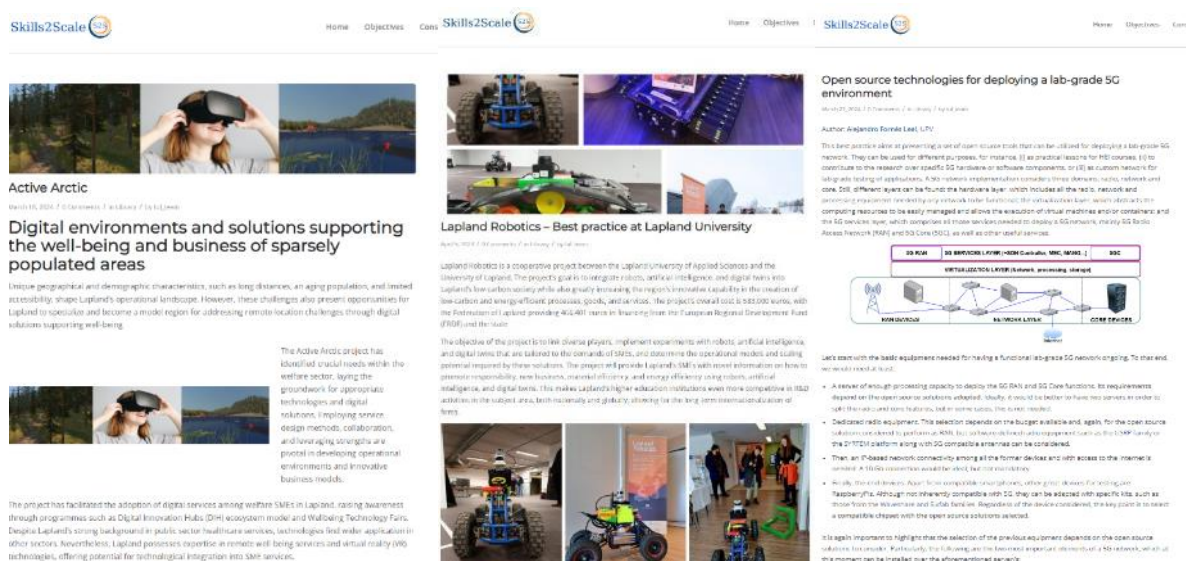


Figure 4. Dissemination of the project actions via the webpage

- **News:** contains **6 news items** (the 2<sup>nd</sup> phase) that map the individual progress of the Consortium in the implementation of the project, including exciting events that have been implemented within the project;

### Success of the OPMET Labs

June 19, 2024 / 0 Comments / in News / by tul team



The great news of the last few days is that the Czech startup OPMET Labs (powered by Skills2Scale DTAP) has achieved great success in the national competition! OPMET Labs will receive financial support 392,000 € from the Technology Agency of the Czech Republic in the next 3 years.

Congratulations!

### Students of Applied Informatics successfully completed our MOOC

June 26, 2024 / 0 Comments / in News / by tul team

We're thrilled to announce that third-year Bachelor's students in Applied Informatics at TUL have earned certificates for successfully completing our MOOC "5G and Beyond Technology & Business Innovation Potential". You can see some of their certificates attached.

Congratulations to all Well done.



### EIT HEI Initiative Alumni

May 27, 2024 / 0 Comments / by tul team

The Skills2Scale Consortium is pleased to share with its community the possibility of joining the EIT HEI Initiative Alumni.

The EIT HEI Initiative Alumni is a community that aims to connect students, academic and non-academic, staff, and startup founders who have received training and support through the EIT HEI Initiative. Through the EIT HEI Initiative Alumni, members can meet like-minded individuals, continue to build on their skills and knowledge in the areas of innovation, entrepreneurship and deep tech and can exchange good practices, form partnerships and stay informed about the latest developments of the EIT community.



Figure 5. News shared via the webpage

- **Contact:** a contact form through which anyone can contact the project team.
- All mandatory logos (EIT, KIC Urban Mobility, EU, and Watermark) are at each subpage's footer.

#### Top 10 Pages

1. home  
Recent Visit: 12 hours ago Total Visits: 5186 [Link](#)
2. Library  
Recent Visit: 11 hours ago Total Visits: 1333 [Link](#)
3. Events  
Recent Visit: 8 hours ago Total Visits: 1260 [Link](#)
4. Contact  
Recent Visit: 10 hours ago Total Visits: 1136 [Link](#)
5. Webinars  
Recent Visit: 10 hours ago Total Visits: 1015 [Link](#)
6. Open Call  
Recent Visit: 11 hours ago Total Visits: 1015 [Link](#)
7. News  
Recent Visit: 11 hours ago Total Visits: 954 [Link](#)
8. Objectives  
Recent Visit: 8 hours ago Total Visits: 750 [Link](#)
9. Consortium  
Recent Visit: 8 hours ago Total Visits: 752 [Link](#)
10. Activities  
Recent Visit: 8 hours ago Total Visits: 744 [Link](#)



#### Browser Traffic

Browser	Visits
Unknown	17835
Google Chrome	14045
Mozilla Firefox	1932
Apple Safari	846
Internet Explorer	269

#### Top 10 Country

1. United States of America (the) United States of America (the)  
Recent Visit: 12 hours ago Total Visits: 11176 [Link](#)
2. China  
Recent Visit: 12 hours ago Total Visits: 9683 [Link](#)
3. Germany  
Recent Visit: 10 hours ago Total Visits: 3614 [Link](#)
4. Singapore  
Recent Visit: 26 mins ago Total Visits: 3293 [Link](#)
5. Czechia  
Recent Visit: 10 hours ago Total Visits: 2303 [Link](#)
6. France  
Recent Visit: 10 hours ago Total Visits: 1409 [Link](#)
7. Finland  
Recent Visit: 12 hours ago Total Visits: 994 [Link](#)
8. Ukraine  
Recent Visit: 10 hours ago Total Visits: 758 [Link](#)
9. Russian Federation (the) Russian Federation (the)  
Recent Visit: 2 weeks ago Total Visits: 664 [Link](#)
10. Greece  
Recent Visit: 12 hours ago Total Visits: 540 [Link](#)

Figure 6. Analytic Data from WordPress – [www.skills2scale.eu](http://www.skills2scale.eu)

## 4.2 Social Media

As presented in D6.1 - Communication Strategy, the Skills2Scale Consortium decided not to create separate social media accounts for the project. The problem with new accounts would be their very low visibility due to the negligible number of fans and zero history. Social site algorithms are currently unforgiving, and posts spread organically to a very limited audience. For this reason, it was more beneficial to leverage the existing infrastructure of the Consortium members and post individual posts to their established profiles. This ensured a very good dissemination of posts without having to pay for dissemination. This strategy fulfilled the set KPIs for Phase 1 and obtained KPIs in the second phase (see Table 3). The most used social site for both phases was LinkedIn, which was used primarily for



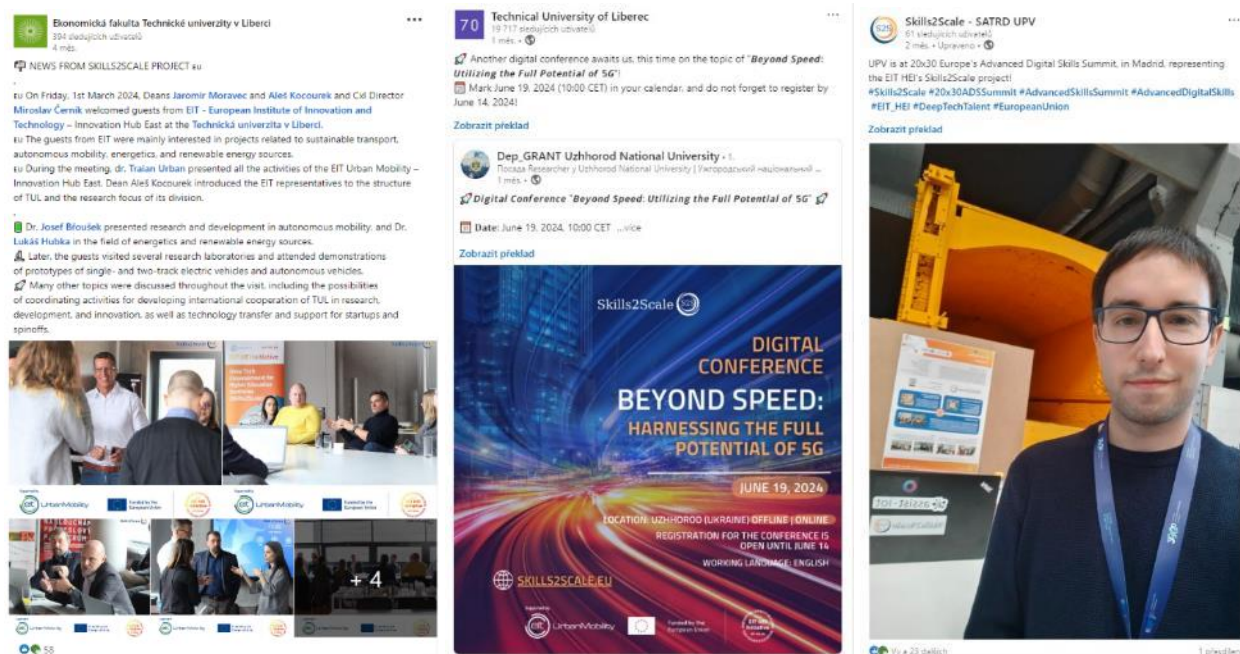
external stakeholders. In the second phase, LinkedIn was more used than in phase 1. On the other hand, Facebook was used for communication with university staff, and Instagram for communication with students.

The social media Consortium's stated goal was to produce one post after each physical event. As mentioned in Section 3.4, in addition to information about physical events, partners also added information about organizing webinars, the Accelerator, and the MOOC training course for students and other interested parties on social sites. As a result, partners exceeded the target they had set at the beginning of the project. Table 4 shows the statistics for each social site.

It shows that 45 posts were created on LinkedIn, the most popular social network. As mentioned above, the Consortium partners focused on this social network in the project's second phase due to its excellent results in the first phase of the project. The average number of likes, comments, and shares was also the highest in this project phase. This result is consistent with our assumption that this social page will best reach the project's target groups. Instagram was the second most used network, aimed primarily at the youngest target groups, i.e., students, who are very active on this network. Facebook posts have great reach, but audience engagement is poor.

**Table 4.** Social networks cites

Social sites	Number of posts	Mean of fans	Mean of like	Mean of comments	Mean of share
LinkedIn	45	3153.3	28	0.3	2,3
Instagram	6	3539	45	0	0
Facebook	5	8000	15	0	0



**Figure 7.** Examples of posts made on LinkedIn (I)

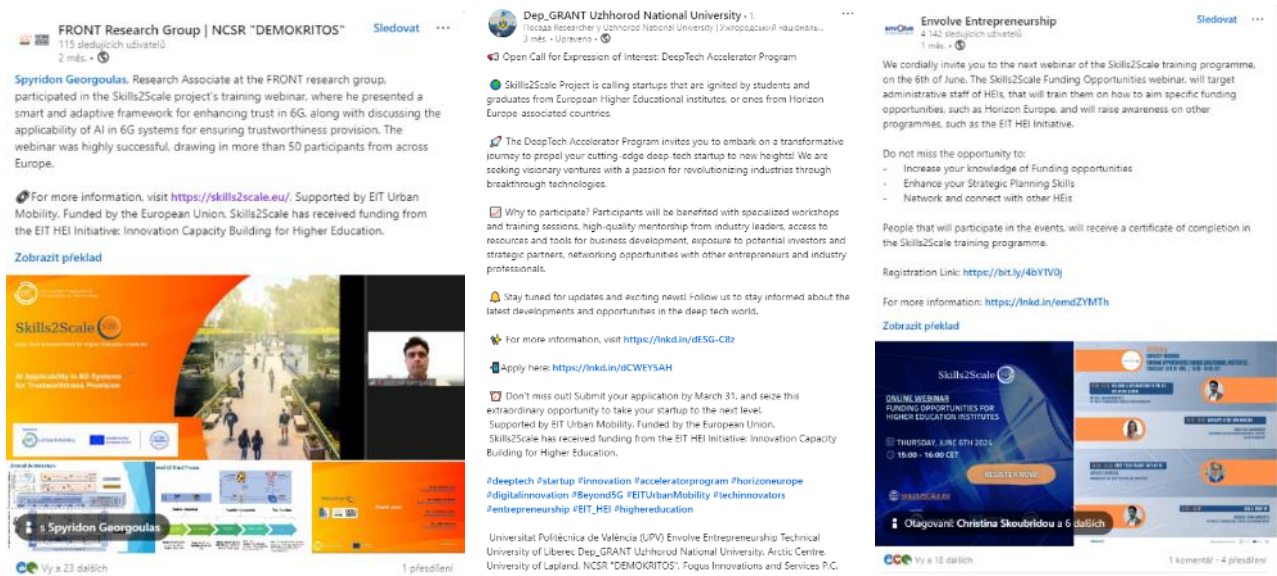


Figure 8. Examples of posts made on LinkedIn (III)

The most successful LinkedIn post was the one from the beginning of the second phase of the project, in which the dean of the TUL Faculty of Economics and the director of the TUL Innovation Centre welcomed EIT partners to the university. The post received 58 likes. The post communicating the same event was the most successful on Instagram. However, the post was edited for Instagram, and it was not the same post as on LinkedIn.

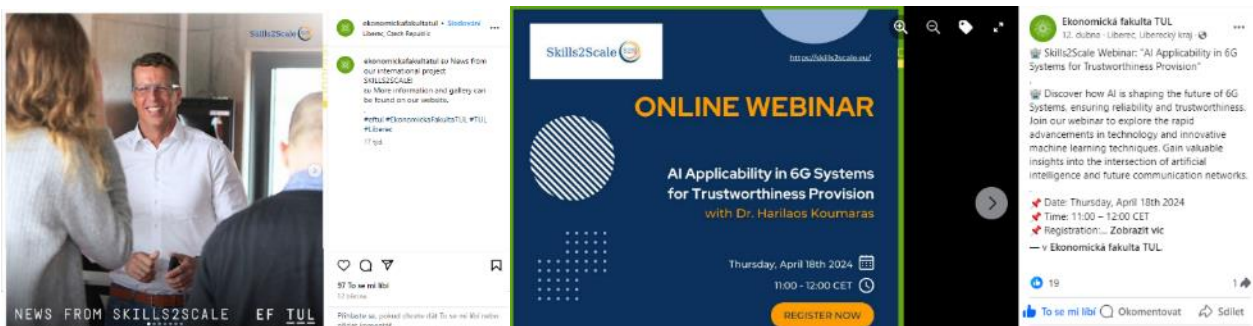


Figure 9. Examples of posts made on Facebook

The most successful Facebook post was an invitation to a webinar organized by the Consortium (19 likes). Overall, however, communication through social sites can be assessed as successful. It was possible to generate many more posts than the communication strategy had set out. The posts had a significant reach and adequate feedback from followers, depending on the type of social site. Examples of social media posts:

- [https://www.linkedin.com/posts/ef-tul\\_ef-tul-ekonomickafakultat-tul-activity-717326935112912896-6ke8?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/ef-tul_ef-tul-ekonomickafakultat-tul-activity-717326935112912896-6ke8?utm_source=share&utm_medium=member_desktop)



- [https://www.linkedin.com/posts/ef-tul\\_3rd-peer-learning-event-of-skills2scale-activity-7196152032083300354-Ss1q?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/ef-tul_3rd-peer-learning-event-of-skills2scale-activity-7196152032083300354-Ss1q?utm_source=share&utm_medium=member_desktop)
- [https://www.linkedin.com/posts/front-research-group\\_eitabrhei-skills2scale-activity-7196486772464271361-cCdJ?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/front-research-group_eitabrhei-skills2scale-activity-7196486772464271361-cCdJ?utm_source=share&utm_medium=member_desktop)
- [https://www.linkedin.com/posts/ef-tul\\_3rd-peer-learning-event-of-skills2scale-ugcPost-7196152030522916864-pKoY?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/ef-tul_3rd-peer-learning-event-of-skills2scale-ugcPost-7196152030522916864-pKoY?utm_source=share&utm_medium=member_desktop)
- [https://www.linkedin.com/posts/envolve-global\\_deepstech-startup-innovation-activity-7180521601929515008-khEa?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/envolve-global_deepstech-startup-innovation-activity-7180521601929515008-khEa?utm_source=share&utm_medium=member_desktop)
- [https://www.instagram.com/p/C4sD6XDtjIh/?img\\_index=1](https://www.instagram.com/p/C4sD6XDtjIh/?img_index=1)
- [https://www.instagram.com/p/C4a58EZt5lr/?img\\_index=1](https://www.instagram.com/p/C4a58EZt5lr/?img_index=1)

### 4.3 Press Releases

The Skills2Scale Consortium used press releases to communicate important events. At KPI, we committed to one press release for the accelerator program, which the other project partners took up to distribute the same press release (the visual of the accelerator program is shown in the image below). The task for the Consortium members was to translate the press release into their native language and place it in a suitable place where its high visibility would be guaranteed. Evolve created a template for the press release that included the logos of all partners and the project logo. In this way, we achieved a visual identity that set our project apart from others, maximizing the project's visibility.

In addition to the press release on the accelerator program, Consortium members published a press release on the acquisition of the project and some partners produced press releases for their local events. In total, **20 press releases** were published, 7 within the 2nd phase (see below). Most often, Consortium members placed press releases on their institutions' websites.

- <https://www.ef.tul.cz/news-from-project-skills2scale-962>
- <https://1url.cz/s1wzc>
- [Новини » В УжНУ відбувся вебінар на тему: "Як правильно представити свій стартап на пітчі?" \(uzhnu.edu.ua\)](https://uzhnu.edu.ua/ua/news/2023/04/2023-04-12-ukr-uzhnu-ef-tul-3rd-peer-learning-event-of-skills2scale-activity-7196152032083300354-Ss1q)
- [Новини » В УжНУ відбувся вебінар на тему: "Перетин горизонтів: фізика, інтернет речей \(IoT\) та 5G" \(uzhnu.edu.ua\)](https://uzhnu.edu.ua/ua/news/2023/04/2023-04-12-ukr-uzhnu-ef-tul-3rd-peer-learning-event-of-skills2scale-activity-7196152032083300354-Ss1q)
- [Новини » В УжНУ відбувся відбірковий тур конкурсу "Стартап – УжНУ: Вперед до інновацій!" \(uzhnu.edu.ua\)](https://uzhnu.edu.ua/ua/news/2023/04/2023-04-12-ukr-uzhnu-ef-tul-3rd-peer-learning-event-of-skills2scale-activity-7196152032083300354-Ss1q)





- [Новини » Відбувся фінал конкурсу «Стартап – УжНУ: Вперед до інновацій!» \(uzhnu.edu.ua\)](#)
- [Новини » В УжНУ відбулася цифрова конференція «За межами швидкості: використання всього потенціалу 5G» \(uzhnu.edu.ua\)](#)



Figure 10. Examples of press releases

## 4.4 Attendance to dissemination events organized by external entities

Skills2Scale partners attended different events arranged by external entities to promote the project activities and resources (e.g., MOOC, acceleration programmes, webinars, etc.). This subsection presents some of those events, including a summary of each of them as well as the participating partners.

### 4.4.1 EIT HEI's sensemaking with Projects – Bologna, Italy, 14 - 16 May 2024

The Sensemaking workshop is a core part of the EIT HEI Initiative Monitoring Evaluation and Learning (MEL) Framework. The workshop aims at making sense of the existing cohort of projects of the EIT HEI Initiative portfolio. Skills2Scale was represented by Carlos E. Palau (UPV, Project coordinator), Laura Ulatowski (Lapland University) and Michail Mandamadiotis (Envolve).

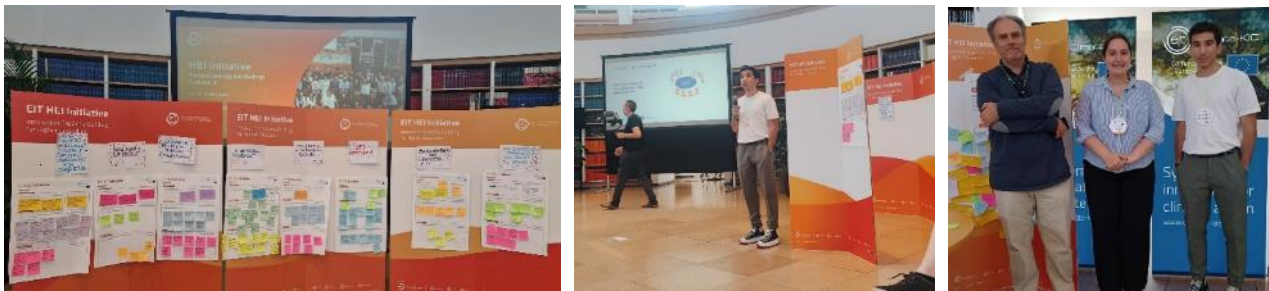


Figure 11. Pictures of the Sensemaking event

### 4.4.2 20x30: Europe's Advanced Digital Skills Summit – Madrid, Spain, 16 May 2024

Organised by the [LEADS project](#), the summit gathered leaders from business, academia, and policymaking to chart Europe's journey in advanced digital skills. Featuring roundtables, keynote speeches, workshops, and showcases of best practices, the summit is a crucible for innovative solutions and strategic collaborations aimed at redefining Europe's digital skills landscape. Skills2Scale, which participated as an exhibitor, was represented by Alejandro Fornés (UPV, Coordination team).



Figure 12. Pictures of the 20x30 Digital summit event

### 4.4.3 EIT HEI's Pilot Phase Conclusion Event – Brussels, Belgium, 3 - 4 June 2024

The event aimed at fostering community among the HEI Initiative Projects and the larger European higher education ecosystem. It was structured to create an environment in which projects can discuss and collaborate with each other and contribute to the collective knowledge in the initiative. The event provided the participants with context as the HEI Initiative moved past the pilot phase and explored lessons learned during the pilot phase. Participation from all levels of the Initiative was a unique moment in the initiative's history and growth to co-create and learn. The Consortium was represented by Ignacio Lacalle (UPV, Coordination team), Christina Skoubridou (Envolve), and Nikos Passas (Fogus).





Figure 13. Pictures of the EIT HEI's Pilot conclusion event

### 4.5 Local events organized for external audiences

1<sup>st</sup> local Event at TUL: Innovation Hub East at the Technical University of Liberec (01/03/2024), 19 participants.

Source: <https://skills2scale.eu/innovation-hub-east-at-the-technical-university-of-liberec-2/>



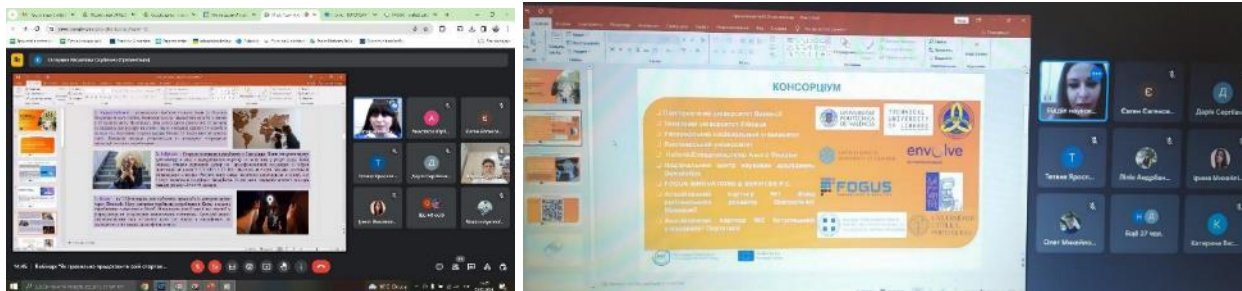
2<sup>nd</sup> local Event at TUL: Innovation picnic: Regional delicacies from Lipolnk (24/04/2024), 18 participants. Source:

<https://skills2scale.eu/innovation-picnic-regional-delicacies-from-lipolnk/>



1<sup>st</sup> local event at UNU: **How can one effectively showcase their startup during a pitch?** (29/02/2024), 54 participants

Source: <https://skills2scale.eu/a-webinar-titled-how-can-one-effectively-showcase-their-startup-during-a-pitch-was-conducted-at-uzhhorod-national-university-uzhnu/>



2<sup>nd</sup> local event at UNU: **Intersecting Horizons: Physics, Internet of Things (IoT), and 5G** Webinar @ Uzhhorod National

University (26/03/2024), 51 participants. Source: <https://skills2scale.eu/webinar-intersecting-horizons-physics-internet-of-things-iot-and-5gwebinar-uzhhorod-national-university/>



3<sup>rd</sup> local event at UNU: **The preliminary round of the competition "Start-up-UzhNU: Forward to innovations!"**

(27/03/2024), 22 participants. Source: <https://www.uzhnu.edu.ua/en/news/The-preliminary-round-of-the-competition-Start-up-UzhNU-Forward.htm>





4<sup>th</sup> local event at UNU: **The final round of the competition "Start-up-UzhNU: Forward to innovations!"** (02/05/2024), 41 participants. Source: <https://www.uzhnu.edu.ua/en/news/The-final-round-of-the-competition-has-been-held-Start-up-UzhNU.htm>



1<sup>st</sup> local event at LU: **Bizarre Business Event** (11/04/2024), 78 participants. Source: <https://skills2scale.eu/bizzare-business-ideas-in-lapland/>



2<sup>nd</sup> local event at LU: **Business Picnic** (07/06/2024), 19 participants. Source: <https://skills2scale.eu/food-for-thought-about-business-development/>





1<sup>st</sup> local event at UPV: **Tech Transfer Revolution** (09/05/2024), 35 participants. Source: <https://skills2scale.eu/tech-transfer-revolution/>

2nd local event at UPV: **Spin UPV event** (25/06/2024), 28 participants. Source: <https://skills2scale.eu/news/>



### 4.6 European events organized for external audiences

**PLE in Liberec** (23 - 24. 4. 2024) – 50 participants, we wrote about it [here](#)<sup>1</sup>.



<sup>1</sup> Note: Each PLE event was followed by mentoring local events at the project partners' premises, but these are already reported under the "local events" indicator and are therefore not included here.

PLE in Thessaloniki (22 - 23. 5. 2024) – 32 participants, we wrote about [here](#).



### 4.7 European events organized for external audiences

Online webinar “**Funding Opportunities for HEIs**” (7. 6. 2024) - virtual event, 89 participants.



Digital conference “**Beyond Speed: Harnessing the full potential of 5G**” (19. 6. 2024) – hybrid event, 119 participants (hybrid), we wrote about [here](#).

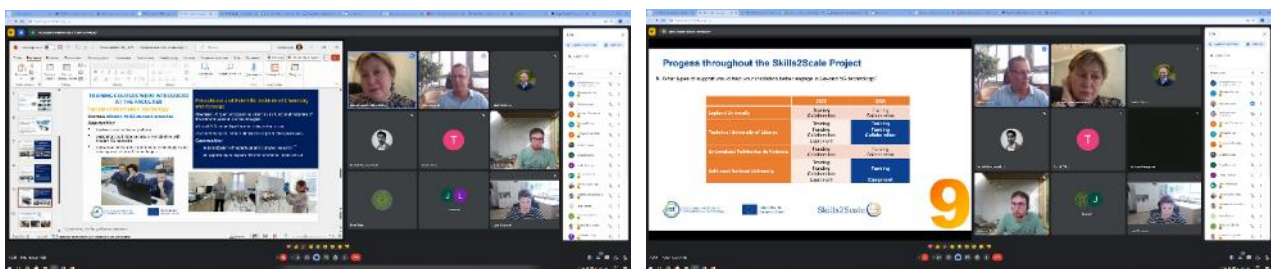




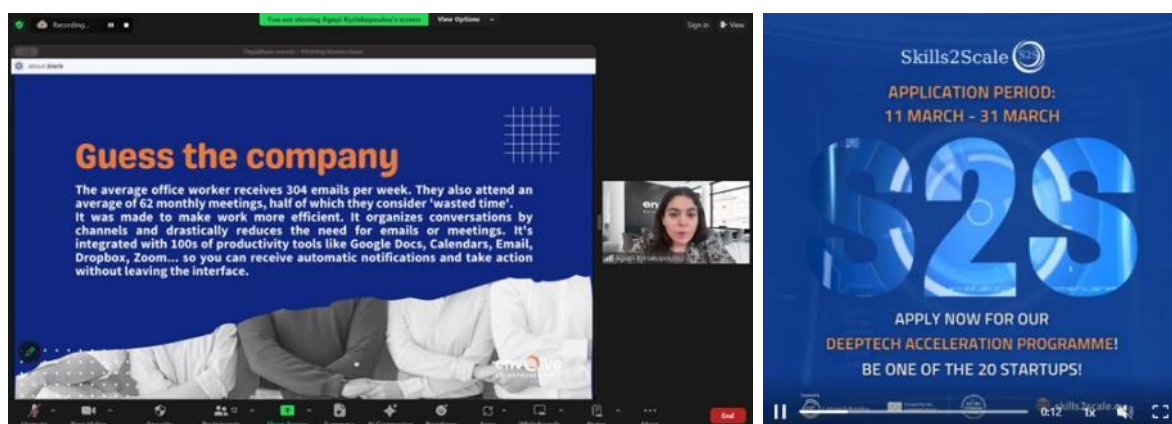
Online webinar “Cognitive AI Applicability in 6G Systems for Trustworthiness Provision” (18. 4. 2024) – virtual event, 56 participants.



Digital Policy Forum: “Fostering Institutional Change in HEIs” (17. 5. 2024) – virtual event, 27 participants, we wrote about [here](#).



- DTAP 1<sup>st</sup> webinar “Hitting the target” (12. 4. 2024) + mentoring session
- DTAP 2<sup>nd</sup> webinar “What is Success?” (15. 4. 2024) + mentoring session
- DTAP 3<sup>rd</sup> webinar “Alone you will go fast, with partners you will go far” (19. 4. 2024) + mentoring session
- DTAP 4<sup>th</sup> webinar “Pitch perfect” (16. 4. 2024) + mentoring session
- DTAP Demo Day (17. 5. 2024) + mentoring session



### Accelerator applicants (28)

- **Ukraine (7)** - Mental Connect (Tetiana Babuka), Drone position identification device (Anastasia Shkyrta), DealFinder (Mykhailo Trombola), Implementation of the latest AI technologies in dental practice (Vladyslav Bulyk), Combined antimicrobial agent of a wide spectrum of action (Oleksandra Kolesnyk), System of dormitory life (Andrii Vohar), A series of oral hygiene products (Ivan Skliar).
- **Czech Republic (6)**: Grow (Hana Travnickova), Repeato s.r.o. (Martin Tusl), Chillisign (David Zbytovsky), Scilif s. r. o. (Vit Ledl), augg.io (Marek Kulkovsky), N/A (Premysl Nos).
- **Greece (4)**: Project DENN (Thomas Bountouridis), OPSIS research (Despina Elisavet Filippidou), Innovation Start Hub, snapjob (Konstantinos Seretis).
- **Spain (2)**: FAVIT S.L. (Francisco Perez), Seaport Solutions S.L. (Gabriel Ferrus).
- **Tunisia (2)**: Elina Dev, DomHome (Achref Chouchene).
- **Italy (2)**: OpenI40 (Paolo Zavalloni), AI Finance Hub (Stefano Nicosia).
- **Finland (2)**: Suomi Kaveri (Frank Ojwang), SAARV consultancy
- **Estonia (1)**: Elina Aro.
- **Germany (1)**: Pumacy Technologies AG (Dr. Pierre Kirisci).
- **France (1)**: Hopcast (Farid Benbadis).

## 4.8 EIT HEI Initiative Resource Hub

The best practice **5G Interdisciplinary Innovation Lab** has been submitted to the EIT HEI Initiative Resource Hub on behalf of the S2S Consortium. The dissemination of this flagship educational activity is currently in the "assessment" phase.

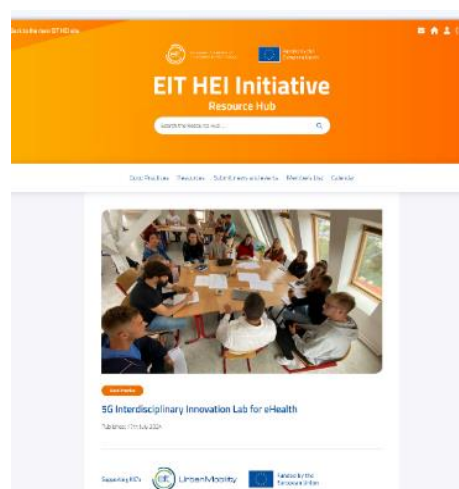


Figure 14. EIT HEI Resource Hub



## 5 Conclusions

The communication strategy deployed for the project has proved highly effective in achieving and surpassing the set objectives. By ensuring clear, consistent, and impactful communication among all stakeholders, including the project team, academic and non-academic staff, regional innovation system actors, policymakers, industry partners, and the general public, the project has established a solid foundation for continued collaboration and the dissemination of results.

The project has employed a variety of communication channels, including a website, social media platforms, emails, physical and virtual events, and international participation, to facilitate broad and engaged outreach. It is worth noting that the project website attracted over 35,000 visitors from around the world, and social media posts generated significant interaction and reach across various platforms. The Skills2Scale's events were well-attended, and the MOOC on "5G and beyond technology & business innovation potential" saw a high level of student participation, which reflects the project's positive impact on education.

The TUL partner assumed responsibility for the communication strategy, while representatives from each project partner collaborated to ensure a unified and effective approach. The consistent application of a visual identity further reinforced the project's presence and recognisability.

While the target for DTAP applicants was not met, the project successfully supported the intended number of start-ups. Overall, the communication KPIs were not only met but exceeded. The substantial increases in website visitors, social media engagement, and press coverage demonstrate the effectiveness of the communication strategy. Looking ahead, the project's results will be sustained and promoted through initiatives such as the EIT HEI Initiative and the Skills2Scale project. The robust communication framework established during this project will serve as a valuable asset for future endeavours.

