

# Communication and Dissemination Actions Report – Interim Report Deliverable D17

***ExcellEnt: Excellency in Entrepreneurship: Expanding European entrepreneurship  
by boosting youth (self) employability and promoting a sharing resources culture***

*Horizon Europe Programme, Project number 101100515*

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WP5 Communication, Exploitation and Dissemination / T5.2.2 Dissemination  
and Communication/ D17 Communication and Dissemination Actions Report -  
Interim report

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## Abbreviations

D	Deliverable
DEC	Dissemination, Exploitation and Communication
EISMEA	European Innovation Council and SMEs Executive Agency
EU	European Unit
HEI	Higher Education Institute
IDI	International Development Ireland
iED	Institute of Entrepreneurship Development
KPI	Key Performance Indicators
No	Number
M	Month
R	Document, Report
T	Task
TU	TechUkraine
UNISOFIA	University of Sofia
WP	Work Package





## About the Excellent Project

The ExcellEnt project's ambition is to strengthen and homogenize entrepreneurial practices by enhancing the connectedness between the members of 6 entrepreneurial ecosystems across Europe (Bulgaria, France, Greece, Ireland, Türkiye, and Ukraine), to build bridges across EU entrepreneurial ecosystems, and to create equal opportunities for arising entrepreneurs in less developed ecosystems.

The ExcellEnt project aspires to explore novel ways to capture, preserve, curate, organize and communicate sets of unstructured entrepreneurial experiences, stories, and narratives with an emphasis to those of younger audiences that is addressing the challenge of (self)employability, so that they can constitute a shared resource that people can augment, and that individuals as well as institutions can delve into, to find inspiration for new ways of conceptualizing and promoting entrepreneurship, and how these new ways can be reflected into every-day practices and policies, and foundations for visions of the common European future.



# 1. Executive Summary

This report presents the actions of communication and dissemination of the goals, activities and results of the ExcellEnt project for the implementation period: **15th January 2023 to 7th June 2024** (from Month 1 to Month 18). The report analyzes the tools and channels utilized during the first 18 months of ExcellEnt, and contains the summary of the communications and dissemination actions carried out and an assessment of the impact, it has followed the Communication and Dissemination Actions Report (Deliverable 16) developed in Month 6 of the project (July 2023). Furthermore, an analysis of the Key Performance Indicators (KPIs) defined at the beginning of the project has been included throughout the document in order to measure the effectiveness of the dissemination tools.

The Deliverable 17 is the output of Task 5.2.2 which is being constantly updated during the project implementation (M3, M18 and M30). It includes some adjustments to the Deliverable 16. Both are parts of the Work Package 5 which is dedicated to dissemination and communication, as well as the exploitation of results. WP5 Communication, Exploitation and Dissemination under the leadership of UNISOFIA aims to create a comprehensive communication plan and strategy, establish project identity and communication channels, engage stakeholders, achieve organic growth, and refine the project's value offer for sustainable exploitation of results. Task 5.2.2, led by TU and involving all project participants, is a critical aspect of the project that runs throughout its entire duration. The task involves developing and implementing a comprehensive dissemination and communication strategy that enables the widest possible outreach of the project's activities and results at the pan-European level. This includes the definition and execution of a dissemination plan, channels, measures, and tools continuously updated and synchronized with the project's activities. The task also involves joint events with relevant initiatives and project promotion to ensure that the project's value proposition reaches the right audience.

The Deliverable 17 is structured according to communication and dissemination activities. In section 2 the communication and dissemination tasks and objectives are listed. In section 3 we describe a promotional strategy implemented. In section 4 we focus on communication and dissemination actions via online resources, project events, and workshops. In section 5 we describe dissemination materials and content developed within these 18 months. In section 6 KPIs overview is given to demonstrate planned activities and the results reached by month 18 of the project. In section 7 we suggest next steps for the project.



## 2. Communication and Dissemination Tasks & Objectives

The tasks associated with the dissemination and communication activities for achieving the ExcellEnt project's goals include:

1. Communication and dissemination strategy and plan (developed within D16);
2. Logotype and visual identity for the project (developed within D16);
3. Elaboration of the key messages to specific target groups (developed within D16);
4. Development and management of communication tools (ExcellEnt website and Social media - Twitter, LinkedIn, Facebook) (developed within D16);
5. Administration of all social profiles, that means, publish and control contents and monitor the suitability and relevance of information to be published (ongoing);
6. Production of agreed and quality-controlled communication and dissemination material such as website content, press releases, newsletters, etc. (ongoing);
7. Media relations: Press releases issued with media engagement and content pitching; published project materials and publications in peer review, press conferences (as needed) with the support of other consortium partners, and lead relations with EU and national media to ensure ExcellEnt is published in relevant publications and media outlets (ongoing);
8. Ensuring dissemination at high level conferences and events, networking with similar projects and international initiatives (ongoing);
9. Supporting national and international training workshops and conferences, including the final Excellence conference with design of the branded materials and social media coverage (ongoing).

The main objective of Communication and Dissemination is to raise awareness about the ExcellEnt project's activities and the opportunities it brings, to build and expand the project community at the pan-EU level, and to disseminate the exploitable results.

The specific objectives of are:

1. Guarantee an effective communication of the project messages, activities and findings through appropriate channels and tools at Local, National, and EU levels (ongoing);

2. Promote and enhance the visibility and greater context of the project's findings and updates (ongoing);
3. Establish meaningful key performance indicators to measure the effectiveness and efficiency of the communication activities conducted (ongoing);
4. Assist ExcellEnt partners in communicating and disseminating their work and to create consistency between the various local dissemination and communication activities by identifying, engaging, and influencing all targeted key stakeholder groups (ongoing);
5. Coordinate the set of dissemination actions that will be realized by the whole consortium in order to drive the project to a Europe-wide dissemination (ongoing);

### **3. Promotional Strategy for Dissemination and Communication**

The promotional strategy exploits a multi-channel, hybrid approach combining online and offline tools, with a well-defined content strategy, to generate awareness about the opportunities and support offered by the consortium and the external partners, making the value proposition visible to the target groups. All dissemination and communication activities commit to the identified target groups and KPIs.

The promotional strategy is designed to maximize the visibility and engagement of the entrepreneurial ecosystems through a multi-faceted approach:

#### **3.1. Target groups & Key messages**

Twelve main target groups for the ExcellEnt project were identified, and tailored messages were crafted to resonate with the specific needs and interests of each target audience:

*Table 1: Target groups & Key messages*



Target group	Message	Content Example
<b>Entrepreneurs and startups</b>	<ul style="list-style-type: none"> <li>Empowering local entrepreneurs by connecting them with international networks.</li> <li>Providing resources and support to turn innovative ideas into successful businesses.</li> <li>Creating equal opportunities for startups across Europe, particularly in less developed ecosystems.</li> </ul>	<ul style="list-style-type: none"> <li>Success stories of startups that benefited from the ExcellEnt project.</li> <li>Guides on how to access resources and networks provided by ExcellEnt.</li> <li>Testimonials from entrepreneurs who have scaled their businesses through the project.</li> </ul>
<b>Scaleups and ecosystem builders</b>	<ul style="list-style-type: none"> <li>Supporting scaleups in expanding their reach and impact across Europe.</li> <li>Enhancing the collaboration between ecosystem builders to create a robust entrepreneurial environment.</li> <li>Sharing best practices and strategies for scaling businesses.</li> </ul>	<ul style="list-style-type: none"> <li>Case studies of scaleups that have grown with the help of ExcellEnt.</li> <li>Webinars on scaling strategies and ecosystem development.</li> <li>Interviews with successful ecosystem builders discussing their insights and experiences.</li> </ul>
<b>Investors</b>	<ul style="list-style-type: none"> <li>Highlighting investment opportunities in emerging European startups.</li> <li>Showcasing the potential of underdeveloped entrepreneurial ecosystems.</li> <li>Facilitating connections between investors and promising startups.</li> </ul>	<ul style="list-style-type: none"> <li>Profiles of high-potential startups looking for investment.</li> <li>Reports on the investment landscape in the participating countries.</li> <li>Networking events and investor meetups organized by ExcellEnt.</li> </ul>
<b>Universities and HEIs</b>	<ul style="list-style-type: none"> <li>Fostering entrepreneurship education and research within universities.</li> <li>Connecting students and researchers with entrepreneurial ecosystems.</li> <li>Promoting collaboration between academia and industry.</li> </ul>	<ul style="list-style-type: none"> <li>Partnerships between universities and startups supported by ExcellEnt.</li> <li>Research publications on entrepreneurship developed through the project.</li> <li>Workshops and seminars on entrepreneurial skills and innovation.</li> </ul>

Target group	Message	Content Example
<b>Incubators, hubs, accelerators, startup communities</b>	<ul style="list-style-type: none"> <li>Strengthening support systems for startups through incubators and accelerators.</li> <li>Enhancing collaboration and resource sharing among startup communities.</li> <li>Providing tailored programs to meet the needs of diverse startups.</li> </ul>	<ul style="list-style-type: none"> <li>Profiles of incubators and accelerators participating in ExcellEnt.</li> <li>Success stories of startups that have grown through these support systems.</li> <li>Resource guides and toolkits for startup community leaders.</li> </ul>
<b>Policy makers</b>	<ul style="list-style-type: none"> <li>Advocating for policies that support entrepreneurship and innovation.</li> <li>Providing data and insights to inform policy decisions.</li> <li>Building bridges between policymakers and entrepreneurial communities.</li> </ul>	<ul style="list-style-type: none"> <li>Policy briefs and recommendations developed through the ExcellEnt project.</li> <li>Dialogues and forums with policymakers and entrepreneurs.</li> <li>Impact assessments of current policies on entrepreneurial ecosystems.</li> </ul>
<b>Student organizations</b>	<ul style="list-style-type: none"> <li>Inspiring students to pursue entrepreneurial careers.</li> <li>Providing opportunities for practical experience and networking.</li> <li>Supporting student-led startups and projects.</li> </ul>	<ul style="list-style-type: none"> <li>Profiles of student entrepreneurs and their ventures.</li> <li>Information on internships and mentorship programs available through ExcellEnt.</li> <li>Events and competitions for student startups.</li> </ul>
<b>Experts, mentors</b>	<ul style="list-style-type: none"> <li>Leveraging the expertise of mentors to guide new entrepreneurs.</li> <li>Creating opportunities for knowledge exchange and professional development.</li> <li>Recognizing the contributions of experts to the entrepreneurial ecosystem.</li> </ul>	<ul style="list-style-type: none"> <li>Mentor spotlights showcasing their expertise and experiences.</li> <li>Case studies of mentorship success stories.</li> <li>Opportunities for mentors to engage with startups through ExcellEnt.</li> </ul>
<b>Research labs</b>	<ul style="list-style-type: none"> <li>Promoting innovation and technology transfer from research labs to the market.</li> </ul>	<ul style="list-style-type: none"> <li>Stories of successful technology transfer and commercialization.</li> </ul>

Target group	Message	Content Example
	<ul style="list-style-type: none"> <li>Facilitating collaboration between researchers and entrepreneurs.</li> <li>Showcasing groundbreaking research with commercial potential.</li> </ul>	<ul style="list-style-type: none"> <li>Profiles of research labs and their projects.</li> <li>Networking events for researchers and entrepreneurs.</li> </ul>
<b>Media, influencers</b>	<ul style="list-style-type: none"> <li>Raising awareness about the ExcellEnt project and its impact.</li> <li>Highlighting success stories and inspirational entrepreneurial journeys.</li> <li>Engaging with media and influencers to reach a wider audience.</li> </ul>	<ul style="list-style-type: none"> <li>Press releases and media kits about the ExcellEnt project.</li> <li>Interviews with key figures involved in the project.</li> <li>Social media campaigns featuring stories of entrepreneurial success.</li> </ul>
<b>Consortium</b>	<ul style="list-style-type: none"> <li>Promoting collaboration and synergy among consortium members.</li> <li>Sharing progress, milestones, and achievements of the project.</li> <li>Strengthening the collective impact of the consortium on entrepreneurial ecosystems.</li> </ul>	<ul style="list-style-type: none"> <li>Updates and newsletters for consortium members</li> <li>Internal reports and dashboards tracking project progress.</li> <li>Events and meetings to facilitate collaboration and knowledge sharing.</li> </ul>
<b>General public</b>	<ul style="list-style-type: none"> <li>Raising public awareness about the importance of entrepreneurship.</li> <li>Highlighting the positive impact of entrepreneurship on local and regional development.</li> <li>Encouraging community support for local startups and entrepreneurs.</li> </ul>	<ul style="list-style-type: none"> <li>Public events and workshops promoting entrepreneurship.</li> <li>Stories of local entrepreneurs making a difference in their communities.</li> <li>Educational content about the benefits of entrepreneurship for economic growth.</li> </ul>

These key messages and content examples help ensure that the ExcellEnt project effectively communicates its goals and achievements to diverse target groups, fostering a supportive environment for entrepreneurship in targeted regions and across Europe.

## 3.2. Leveraging Consortium Networks & National Contact Points

As the ExcellEnt project aims to strengthen and homogenize entrepreneurial practices across Europe by connecting entrepreneurial ecosystems in Bulgaria, France, Greece, Ireland, Turkey, and Ukraine, leveraging consortium networks and national contact points is crucial for achieving these goals.

Here's the consortium partners utilize their extensive networks and influence within the entrepreneurial ecosystems:

1. **Regular Communication:** Establishing regular meetings and communication channels among consortium members to share progress, challenges, and best practices.
2. **Local Ambassadors:** Appointing local ambassadors who can represent the ExcellEnt project, provide information, and facilitate connections within their regions.
3. **Joint Initiatives & Consistent Community Building:** Fostering local startup communities by organizing meetups, hackathons, and workshops in collaboration with national contact points. Encouraging collaborative projects that involve multiple consortium members, enhancing the visibility and impact of the ExcellEnt project. Organizing expert panels and webinars featuring consortium members to discuss topics relevant to entrepreneurship and ecosystem building. Preparing and hosting international networking events and pitch sessions that connect startups with potential investors, partners, and customers from different countries. *(Detailed overview – in the section dedicated to conducted events).*
4. **Awareness Campaigns:** Using national contact points to run awareness campaigns about the ExcellEnt project and its benefits, targeting local entrepreneurs, investors, and ecosystem builders. *(Detailed overview – in the section dedicated to communication campaigns).*
5. **Engagement with Policymakers:** Working with national contact points to engage local policymakers and advocate for policies that support entrepreneurship and innovation, and organizing policy dialogues and roundtables to discuss the needs and challenges of local entrepreneurial ecosystems, using insights gathered from national contact points.



6. **Resource Sharing:** Facilitating the sharing of resources, such as research findings, tools, and methodologies, to support entrepreneurs across different ecosystems.
7. **Case Studies:** Developing and disseminating case studies showcasing successful collaborations and outcomes achieved through consortium efforts.
8. **Market Access Programs:** Developing and implementing programs that help startups gain access to new markets within the consortium's countries, and using national contact points to bridge local startups with international opportunities and networks facilitated by the ExcellEnt consortium.
9. **Local Insights:** Collecting data and insights on local entrepreneurial ecosystems through national contact points to inform the ExcellEnt project's strategies and activities.
10. **Ecosystem Mapping:** Using national contact points to map the local entrepreneurial ecosystems, identifying key players, resources, and gaps that need to be addressed.
11. **Impact Assessment:** Regularly assess the impact of consortium activities on the entrepreneurial ecosystems involved, using metrics such as startup growth, investment attracted, and new partnerships formed.
12. **Feedback Mechanisms:** Establishing mechanisms for continuous feedback from entrepreneurial ecosystem members to improve and adapt strategies as needed.

By effectively leveraging consortium networks and national contact points, the ExcellEnt project creates a more connected, supportive, and dynamic entrepreneurial environment across Europe. This approach helps bridge gaps between different ecosystems, promote equal opportunities, and drive the growth of innovative startups and scaleups in the participating countries.

### 3.3. Visiting Events and Conferences

Consortium partners actively participate in relevant industry events, conferences, and startup meetups to promote the ExcellEnt project and engage with target groups.

### 3.4. Organizing Events

Through its core members ExcellEnt organized 8 national online workshops, followed by 1 large event to share the findings with members at the pan-European level. Detailed overview of the conducted events – in the section 4.2.6.



## 3.5. Media Outreach & Content Marketing

A strategic media outreach and content marketing campaign was launched, featuring a series of informative publications, articles, and blog posts with compelling visuals. These pieces aimed to raise awareness about the ExcellEnt project and its objectives. The extensive Detailed overview of the communication channels utilized and media outreach – in the section 4.2.



## 4. Detailed Overview of the Promotional Activities

Different tools and channels are used to disseminate and communicate the activities carried out by ExcellEnt and its results. Each tool and channel is used appropriately to address different target groups at different stages of the project implementation, thereby increasing the efficiency of the Communication and Dissemination Plan. The relationship between the tools and channels, the target groups and the expected results are presented in Table 2.

Table 2: Communication tools and expected results

Channels	Tools	Target groups	Expected results	KPI
Online	Website	All target groups	Make target groups aware of the activities, opportunities progress and results of the project	≥ 600 views/year: monthly updates
	Social media	Project Community	Expand the results beyond the consortium; Keep interested parties informed	≥ 4 posts/month
	Newsletters		Present the project progress and opportunities for the start-ups	≥ 4 newsletters
	Press releases, publications	Startup communities	Knowledge dissemination	≥ 4 publications/PR
Events	Workshops, webinars (offline, online)	Peer entrepreneurs and startup support organizations, entrepreneurs, startups, investors, policy makers	Active exchange with stakeholders, present the project and its results; Receive feedback, suggestions, and recommendations regarding the activities and key results; Present the results and involve the community in the co-design; expand the results beyond the consortium; leverage the project results within the ecosystem.	≥ 7 workshops 25+ participants
	Events organized by ExcellEnt			≥ 2 events

	External events attended by ExcellEnt		Expand the knowledge gained through the project	Participation to 50+ external events
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## 4.1. Dissemination Activities

### 4.1.1. Conferences

The ExcellEnt consortium was represented in large start-up events such as [VivaTechnology](#) in Paris (June 14-17, 2023), [European Research & Innovation Days](#) in Brussels (March 20-21, 2024), [South Summit](#) in Madrid (June 4-6, 2024). These events offered valuable networking opportunities, enhanced visibility, and allowed partners to share program updates, success stories, and insights directly with the target audience.

### 4.1.2. Consortium Meetings

The first meeting, which is the kick-off meeting, took place on 20-21 April 2023 in Larissa, Greece, and was hosted by the Project Coordinator, Institute of Entrepreneurship Development. The meeting served as an opportunity for the consortium members to meet face-to-face and establish a common understanding of the project's objectives and goals.

Figure 1: Photo of the Kick-off meeting of the Consortium, 20-21 April 2023 / Larissa, Greece



The second meeting took place before the periodic report submission, on June 26-27, 2024, in Paris, France. The meeting was organized by Creative Cluster, France, and provided an update on the project's progress, discussed any issues or challenges encountered, and plan for future actions.

Figure 2: Photo of the Consortium Meeting, June 26-27, 2024 / Paris, France



The final meeting, which is also the project's concluding event, will coincide with the Excellence in Entrepreneurship Conference, organized by UNISOFIA in Sofia, Bulgaria. The event will provide a platform for the consortium members to showcase the project's outcomes and disseminate their results to a wider audience.

Through these meetings, the ExcellEnt project fosters collaboration, exchanges ideas, and promotes mutual learning among its consortium members.

## 4.2. Communication Activities

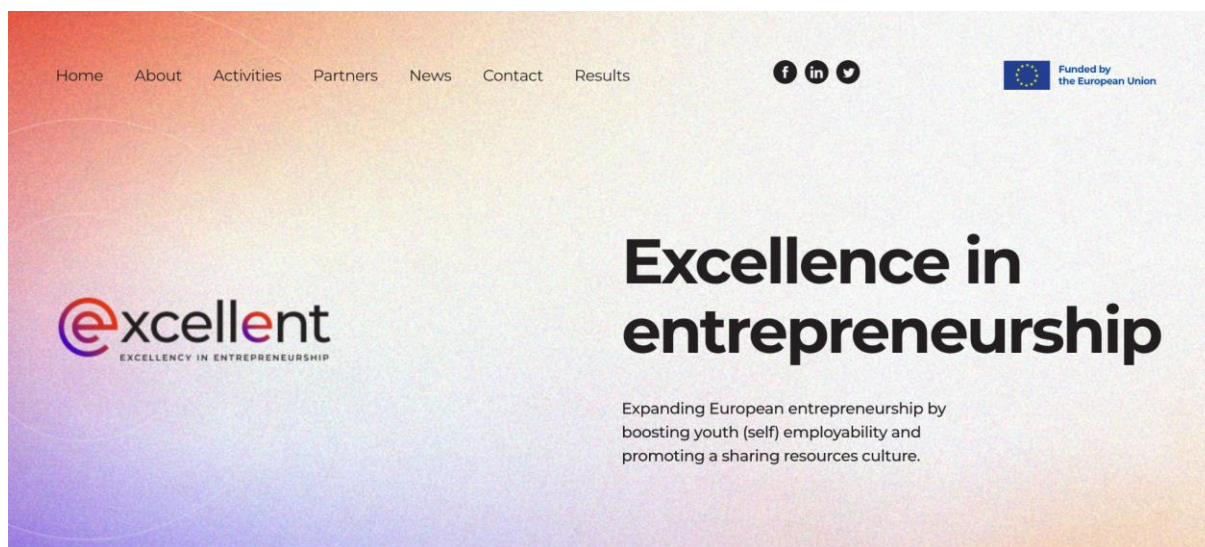
### 4.2.1. Website [www.excell-ent.eu](http://www.excell-ent.eu)

[The ExcellEnt Website](http://www.excell-ent.eu) is considered the main dissemination tool. It's rich in content, with sections dedicated to News, including Events, Partnerships, Project Achievements, and Results; Activities, describing stages of



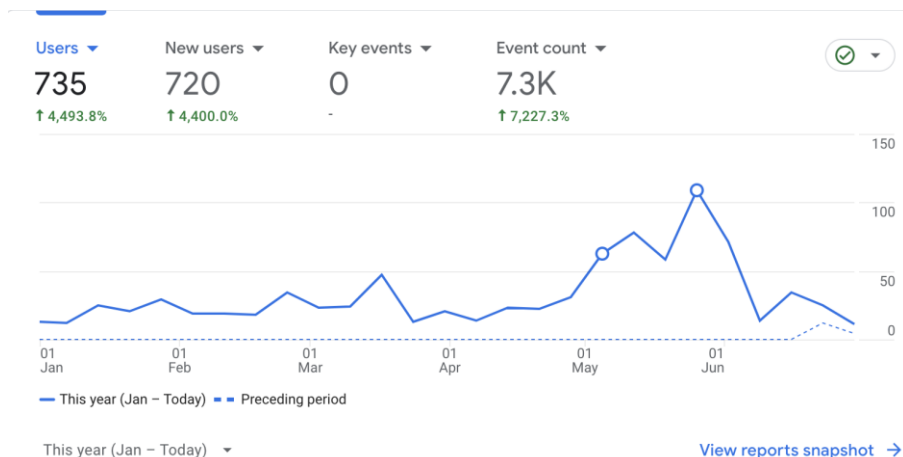
the project. Results include all ExcellEnt's deliverables and reports. Direct links to ExcellEnt social media are posted across all menus and the Sign-up form for the newsletter is visible in the Footer of the website, allowing also continuous visibility.

*Figure 3: Screenshot of the landing page*



The project website attracted 735 active users, with 7.300 actions on the websites, out of which 2.500 visits (pageviews), with the highest visitors' peak around the time of the pan-European Online Workshop on May 31, 2024. User engagement is high, with an average reading time of almost 2 min 54 seconds. The average engagement rate is 48,7%. Most new visitors either used the web address directly, or used Google search, followed by LinkedIn, Facebook, Twitter, and ExcellEnt's Newsletter referral traffic.

Figure 4: Single website user visits



The most viewed pages are the landing page (1.136 views), followed by News (259 views), Partners' Info (216 views), the Results with deliverables (189 views), About the project (180 views), Activities (115 views). D5 Report on the SWOT Analysis of Entrepreneurial Ecosystems was viewed 89 times.

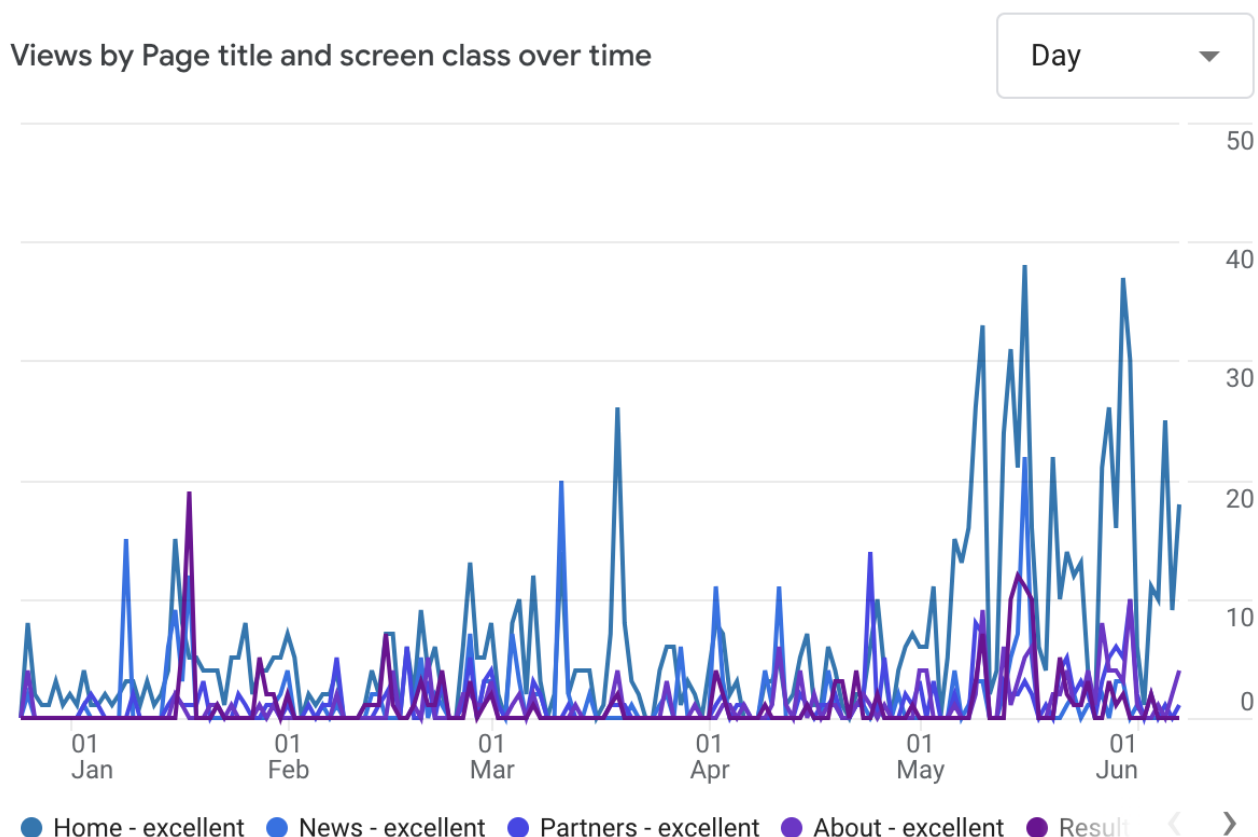
Figure 5: Page views at the website

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count All events	Key events All events	Total revenue
	2,538 100% of total	746 100% of total	3.40 Avg 0%	54s Avg 0%	7,341 100% of total	0.00	\$0.00
1 Home - excellent	1,136	615	1.85	21s	3,786	0.00	\$0.00
2 News - excellent	259	55	4.71	1m 20s	556	0.00	\$0.00
3 Partners - excellent	216	122	1.77	57s	630	0.00	\$0.00
4 Results - excellent	189	60	3.15	44s	442	0.00	\$0.00
5 About - excellent	180	101	1.78	33s	467	0.00	\$0.00
6 Activities - excellent	115	76	1.51	35s	300	0.00	\$0.00
7 D5 Report on the SWOT Analysis of Entrepreneurial Ecosystems - excellent	89	50	1.78	14s	270	0.00	\$0.00
8 Unlocking Entrepreneurial Potential: Online Workshops for Greece, Bulgaria, Ireland, France, Turkey and Ukraine - excellent	41	24	1.71	29s	111	0.00	\$0.00
9 Contact - excellent	39	28	1.39	36s	103	0.00	\$0.00
10 D1 Compendium of interview with entrepreneurial ecosystem stakeholders - excellent	25	13	1.92	8s	69	0.00	\$0.00



It is important to note that activity peaks around events and news published, thus it is important for the project to keep on publishing current results and make sure that these are properly introduced and accompanied via events or other launch activities.

Figure 6: Activity peaks at the website



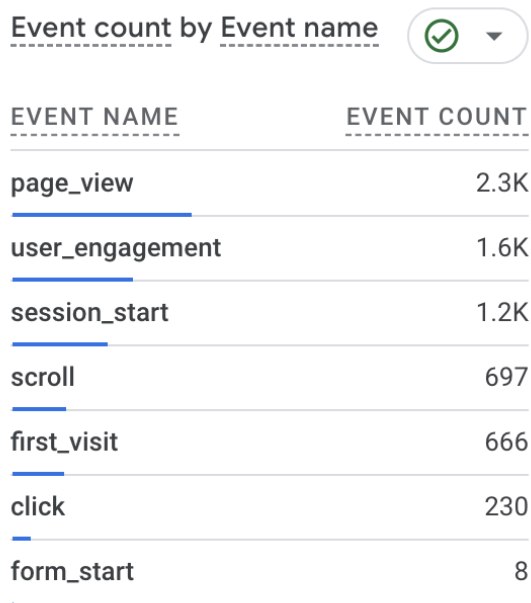
Demographic details show that the project's activities reach the target audience in the entrepreneurial ecosystems of Bulgaria, France, Greece, Ireland, Turkiye, and Ukraine. Surprisingly, many visitors come from the United States, Netherlands, Germany, and the UK, which can show a global interest in the business environment across Europe, and in six participating in the project countries.

Figure 7: Demography of visits at the website

Demographic details: Country						
Custom May 5, 2023 - Jun 19, 2024						
Country	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
	711 100% of total	698 100% of total	630 100% of total	48.57% Avg 0%	0.89 Avg 0%	53s Avg 0%
1 United States	133	122	27	19.71%	0.20	9s
2 France	93	91	80	47.62%	0.86	44s
3 Greece	79	79	124	59.62%	1.57	1m 06s
4 Ukraine	72	70	138	53.28%	1.92	2m 34s
5 Netherlands	45	45	26	42.62%	0.58	24s
6 Bulgaria	31	30	29	56.86%	0.94	1m 34s
7 Türkiye	31	31	42	53.16%	1.35	1m 26s
8 United Kingdom	24	24	9	32.14%	0.38	19s
9 Germany	20	20	13	48.15%	0.65	16s
10 Ireland	20	18	12	54.55%	0.60	28s

When looking into the user behavior, the strategy of posting relevant content seems to be working well, as users do scroll through the content on single pages with high frequency.

Figure 8: User behavior on the website



In total, 19 blogs and articles were published at the official website of Excellent Project during the period M1-M18.

Table 3: Dissemination log of activities on the website

Activity on ExcellEnt Website			Impact					
Activity Reference	Date	Description	Outreach		Engagement		Geographical Reach	Link
EXL001	7-Jul-23	ExcellEnt: Project Go-Live Announcement	18	Website traffic	9	No of views	EU	<a href="https://excell-ent.eu/news/excellent-project-go-live-announcement/">https://excell-ent.eu/news/excellent-project-go-live-announcement/</a>
EXL002	7-Jul-23	ExcellEnt Consortium Meeting in Larissa	22	Website traffic	11	No of views	EU	<a href="https://excell-ent.eu/news/events/excellent-consortium-meeting-in-larissa/">https://excell-ent.eu/news/events/excellent-consortium-meeting-in-larissa/</a>

EXL003	4-Sep-23	ExcellEnt Project Announcement — Launch of the Website	9	Website traffic	4	No of views	EU	<a href="https://excell-ent.eu/news/excellent-project-announcement-launch-of-the-website/">https://excell-ent.eu/news/excellent-project-announcement-launch-of-the-website/</a>
EXL004	12-Oct-23	ExcellEnt Project Announcement to the EISMEA's Audience	7	Website traffic	2	No of views	EU	<a href="https://excell-ent.eu/uncategorized/excellent-project-announcement-to-the-eismeas-audience/">https://excell-ent.eu/uncategorized/excellent-project-announcement-to-the-eismeas-audience/</a>
EXL005	30-Nov-23	Unlocking Entrepreneurial Excellent Experience Across Europe	23	Website traffic	11	No of views	EU	<a href="https://excell-ent.eu/news/news_projectachievements/unlocking-entrepreneurial-excellent-experience-across-europe/">https://excell-ent.eu/news/news_projectachievements/unlocking-entrepreneurial-excellent-experience-across-europe/</a>
EXL006	11-Dec-23	Open Access to Project Research and Development	34	Website traffic	12	No of views	EU	<a href="https://excell-ent.eu/news/open-access-to-project-research-and-development/">https://excell-ent.eu/news/open-access-to-project-research-and-development/</a>
EXL007	18-Jan-24	D1 Compendium of interview with entrepreneurial ecosystem stakeholders	69	Website traffic	25	No of views	EU	<a href="https://excell-ent.eu/news/results-news/d1-compendium-of-interview-with-entrepreneurial-ecosystem-stakeholders/">https://excell-ent.eu/news/results-news/d1-compendium-of-interview-with-entrepreneurial-ecosystem-stakeholders/</a>
EXL008	18-Jan-24	D5 Report on the SWOT Analysis of Entrepreneurial Ecosystems	270	Website traffic	89	No of views	EU	<a href="https://excell-ent.eu/news/results-news/d5-report-on-the-swot-analysis-of-entrepreneurial-ecosystems/">https://excell-ent.eu/news/results-news/d5-report-on-the-swot-analysis-of-entrepreneurial-ecosystems/</a>
EXL009	18-Jan-24	D16 Communication and Dissemination Actions Report - First Report	38	Website traffic	13	No of views	EU	<a href="https://excell-ent.eu/news/results-news/d16-communication-and-dissemination-actions-report-first-report/">https://excell-ent.eu/news/results-news/d16-communication-and-dissemination-actions-report-first-report/</a>
EXL010	18-Jan-24	D33 Impact Measurement and Monitoring	24	Website traffic	12	No of views	EU	<a href="https://excell-ent.eu/news/results-news/d33-impact-measu...t-and-monitoring/">https://excell-ent.eu/news/results-news/d33-impact-measu...t-and-monitoring/</a>
EXL011	29-Feb-24	Uprising Greek Entrepreneurial Ecosystem	44	Website traffic	20	No of views	EU	<a href="https://excell-ent.eu/blog/blog_showcases/highlights-from-the-swot-analysis-of-greek-entrepreneurial-ecosystem/">https://excell-ent.eu/blog/blog_showcases/highlights-from-the-swot-analysis-of-greek-entrepreneurial-ecosystem/</a>
EXL012	11-Mar-24	Bulgaria — Growing Tech and Innovation Hub in Southeast Europe	14	Website traffic	3	No of views	EU	<a href="https://excell-ent.eu/blog/blog_showcases/bulgaria-growing-tech-and-innovation-hub-in-southeast-europe/">https://excell-ent.eu/blog/blog_showcases/bulgaria-growing-tech-and-innovation-hub-in-southeast-europe/</a>
EXL013	28-Mar-24	Turkey - One of the Fastest Growing ICT Sectors in the Globe	2	Website traffic	1	No of views	EU	<a href="https://excell-ent.eu/blog/blog_showcases/turkiye-one-of-the-fastest-growing-ict-sectors-in-the-globe/">https://excell-ent.eu/blog/blog_showcases/turkiye-one-of-the-fastest-growing-ict-sectors-in-the-globe/</a>
EXL014	11-Apr-24	French Vibrant and Diverse Entrepreneurial Ecosystem	23	Website traffic	7	No of views	EU	<a href="https://excell-ent.eu/blog/blog_showcases/french-vibrant-and-diverse-entrepreneurial/">https://excell-ent.eu/blog/blog_showcases/french-vibrant-and-diverse-entrepreneurial/</a>
EXL015	19-Apr-24	Ireland — a Global Hub with International Headquarters	28	Website traffic	12	No of views	EU	<a href="https://excell-ent.eu/blog/blog_showcases/ireland-a-global-hub-with-international-headquarters/">https://excell-ent.eu/blog/blog_showcases/ireland-a-global-hub-with-international-headquarters/</a>

EXL016	7-May-24	Unlocking Entrepreneurial Potential: Online Workshops for Greece, Bulgaria, Ireland, France, Turkey and Ukraine	111	Website traffic	41	No of views	EU	<a href="https://excell-ent.eu/news/events/unlocking-entrepreneurial-potential-online-workshops-for-greece-bulgaria-ireland-france-turkey-and-ukraine/">https://excell-ent.eu/news/events/unlocking-entrepreneurial-potential-online-workshops-for-greece-bulgaria-ireland-france-turkey-and-ukraine/</a>
EXL017	14-May-24	D1.2 Mapping of the Key Entrepreneurial Competences	7	Website traffic	3	No of views	EU	<a href="https://excell-ent.eu/?p=737&amp;preview=true">https://excell-ent.eu/?p=737&amp;preview=true</a>
EXL018	16-May-24	D3 Entrepreneurial Best Practices Report	44	Website traffic	19	No of views	EU	<a href="https://excell-ent.eu/news/results-news/d3-entrepreneurial-best-practices-report/">https://excell-ent.eu/news/results-news/d3-entrepreneurial-best-practices-report/</a>
EXL019	29-May-24	Pan European Online Workshop: Unlocking Entrepreneurial Potential in Europe	9	Website traffic	4	No of views	EU	<a href="https://excell-ent.eu/news/pan-european-online-workshop-unlocking-entrepreneurial-potential-in-europe/">https://excell-ent.eu/news/pan-european-online-workshop-unlocking-entrepreneurial-potential-in-europe/</a>

## 4.2.2. Social Media

ExcellEnt project's news and updates are communicated through the social media networks set up at the beginning of the project. Twitter (X), Facebook, LinkedIn provide the most direct online impact on potential and targeted audience. All information related to ExcellEnt news, events, outputs and activities are published under the hashtags #ExcellEnt and #ExcellEntProject. These hashtags are being used by all partners on their social media profiles.

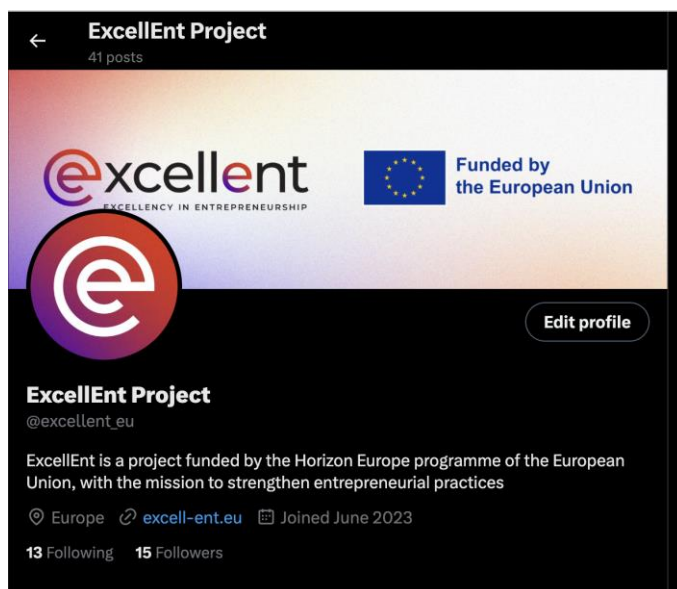
The following ExcellEnt profiles are being utilized:

- Twitter (X) ([https://x.com/excellent\\_eu](https://x.com/excellent_eu)): Currently, it has 15 followers. 36 tweets have been published on ExcellEnt with 881 total number of impressions.
- Facebook (<https://www.facebook.com/excellenteu/>): It has 90 followers. 39 posts were published with 3.800 impressions.
- LinkedIn (<https://www.linkedin.com/company/excellenteu/>): It has 377 followers and 71 posts with 28.280 impressions.



Twitter (X) [https://x.com/excellent\\_eu](https://x.com/excellent_eu)

Figure 9: Screenshot of ExcellEnt's Twitter



The less-performing social media channel for ExcellEnt is Twitter (X). While it is the most volatile and quick-paced, it also provides the lowest impression rates. With 36 tweets, the project channel reached 881 Tweet impressions.

Table 4: Dissemination Log of Activities on Twitter

Activity on TWITTER			Impact			Evidence
Activity Reference	Date	Description	Outreach  Post impressions	Engagement  likes, comments, shares	Geographical Reach	Link
EXLW001	September 4, 2023	Website launch	27	7	EU	<a href="https://x.com/excellent_eu/status/1698661873866989609">https://x.com/excellent_eu/status/1698661873866989609</a>

EXLTW002	September 6, 2023	EISMA repost	42	7	EU	<a href="https://x.com/excellent_eu/status/1699422497756549525">https://x.com/excellent_eu/status/1699422497756549525</a>
EXLTW003	September 11, 2023	Kick-off meeting in Larissa	46	5	EU	<a href="https://x.com/excellent_eu/status/1701211959578792291">https://x.com/excellent_eu/status/1701211959578792291</a>
EXLTW004	October 12, 2023	iED introduction	37	6	EU	<a href="https://x.com/excellent_eu/status/1712407953318302076">https://x.com/excellent_eu/status/1712407953318302076</a>
EXLTW005	October 19, 2023	GATE introduction	44	8	EU	<a href="https://x.com/excellent_eu/status/1714944614153502800">https://x.com/excellent_eu/status/1714944614153502800</a>
EXLTW006	October 26, 2023	Booster Labs introduction	55	5	EU	<a href="https://x.com/excellent_eu/status/1717511589924913268">https://x.com/excellent_eu/status/1717511589924913268</a>
EXLTW007	November 2, 2023	Creative Cluster introduction	62	8	EU	<a href="https://x.com/excellent_eu/status/1720086822523752538">https://x.com/excellent_eu/status/1720086822523752538</a>
EXLTW008	November 9, 2023	IDI introduction	20	3	EU	<a href="https://x.com/excellent_eu/status/1722632657698468008">https://x.com/excellent_eu/status/1722632657698468008</a>
EXLTW009	November 16, 2023	Sabanci University introduction	25	1	EU	<a href="https://x.com/excellent_eu/status/1725201713949229340">https://x.com/excellent_eu/status/1725201713949229340</a>
EXLTW010	November 24, 2023	TechUkraine introduction	18	0	EU	<a href="https://x.com/excellent_eu/status/1727968482023674191">https://x.com/excellent_eu/status/1727968482023674191</a>
EXLTW011	November 30, 2023	Latest activities: Unlocking potential	9	0	EU	<a href="https://x.com/excellent_eu/status/1730243482034291069">https://x.com/excellent_eu/status/1730243482034291069</a>
EXLTW012	January 18, 2024	Compendium of Interviews Doc	8	0	EU	<a href="https://x.com/excellent_eu/status/1747998713652355085">https://x.com/excellent_eu/status/1747998713652355085</a>
EXLTW013	January 25, 2024	CEE Unicorns	6	0	EU	<a href="https://x.com/excellent_eu/status/1750447395584753778">https://x.com/excellent_eu/status/1750447395584753778</a>
EXLTW014	February 1, 2024	SWOT Analysis Doc	6	0	EU	<a href="https://x.com/excellent_eu/status/1752981778262855730">https://x.com/excellent_eu/status/1752981778262855730</a>

EXLTW015	February 8, 2024	C&D Report D16	4	0	EU	<a href="https://x.com/excellent_eu/status/1755543072048345204">https://x.com/excellent_eu/status/1755543072048345204</a>
EXLTW016	February 15, 2024	In-depth analysis of 6 ecosystems	7	1	EU	<a href="https://x.com/excellent_eu/status/1758094236279333056">https://x.com/excellent_eu/status/1758094236279333056</a>
EXLTW017	February 22, 2024	SWOT Analysis Greece	7	0	EU	<a href="https://x.com/excellent_eu/status/1760734476467097896">https://x.com/excellent_eu/status/1760734476467097896</a>
EXLTW018	February 22, 2024	SWOT Video Greece	9	1	EU	<a href="https://x.com/excellent_eu/status/1760734473195540827">https://x.com/excellent_eu/status/1760734473195540827</a>
EXLTW019	March 4, 2024	SWOT Analysis Bulgaria	8	0	EU	<a href="https://x.com/excellent_eu/status/1764678375187079368">https://x.com/excellent_eu/status/1764678375187079368</a>
EXLTW020	March 4, 2024	SWOT Video Bulgaria	7	1	EU	<a href="https://x.com/excellent_eu/status/1764678372213305617">https://x.com/excellent_eu/status/1764678372213305617</a>
EXLTW021	March 4, 2024	SWOT Analysis France	8	0	EU	<a href="https://x.com/excellent_eu/status/1764679037807374846">https://x.com/excellent_eu/status/1764679037807374846</a>
EXLTW022	March 4, 2024	SWOT Video France	9	1	EU	<a href="https://x.com/excellent_eu/status/1764679034577756480">https://x.com/excellent_eu/status/1764679034577756480</a>
EXLTW023	March 7, 2024	SWOT Video Ireland	9	0	EU	<a href="https://x.com/excellent_eu/status/1765680515535769979">https://x.com/excellent_eu/status/1765680515535769979</a>
EXLTW024	March 7, 2024	Roy Foster quote	9	1	EU	<a href="https://x.com/excellent_eu/status/1765680482040074648">https://x.com/excellent_eu/status/1765680482040074648</a>
EXLTW025	March 7, 2024	About Ireland	10	1	EU	<a href="https://x.com/excellent_eu/status/1765680479183790332">https://x.com/excellent_eu/status/1765680479183790332</a>
EXLTW026	March 15, 2024	SWOT Video Turkiye	14	3	EU	<a href="https://x.com/excellent_eu/status/1768562123196493862">https://x.com/excellent_eu/status/1768562123196493862</a>
EXLTW027	March 15, 2024	SWOT Analysis Turkiye	38	4	EU	<a href="https://x.com/excellent_eu/status/1768562089386242394">https://x.com/excellent_eu/status/1768562089386242394</a>



EXLTW028	March 15, 2024	About Turkiye	14	1	EU	<a href="https://x.com/excellent_eu/status/1768562086450180522">https://x.com/excellent_eu/status/1768562086450180522</a>
EXLTW029	March 21, 2024	SWOT Video Ukraine	11	0	EU	<a href="https://x.com/excellent_eu/status/1770747959686119677">https://x.com/excellent_eu/status/1770747959686119677</a>
EXLTW030	March 21, 2024	About Ukrainian resilience	16	3	EU	<a href="https://x.com/excellent_eu/status/1770747920867852530">https://x.com/excellent_eu/status/1770747920867852530</a>
EXLTW031	March 29, 2024	Aleksandra Boguslavskaya's Interview / Quotes	13	1	EU	<a href="https://x.com/excellent_eu/status/1773636160478171615">https://x.com/excellent_eu/status/1773636160478171615</a>
EXLTW032	March 29, 2024	ExcellEnt's mission	18	5	EU	<a href="https://x.com/excellent_eu/status/1773636125313093742">https://x.com/excellent_eu/status/1773636125313093742</a>
EXLTW033	April 4, 2024	Anna Stoilova's Interview / Quotes	24	1	EU	<a href="https://x.com/excellent_eu/status/1775805029833732529">https://x.com/excellent_eu/status/1775805029833732529</a>
EXLTW034	May 28, 2024	Promo of pan-European Workshop	10	4	EU	<a href="https://x.com/excellent_eu/status/1795411519255232903">https://x.com/excellent_eu/status/1795411519255232903</a>
EXLTW035	May 29, 2024	Agenda of pan-European Workshop	223	10	EU	<a href="https://x.com/excellent_eu/status/1795810069973725644">https://x.com/excellent_eu/status/1795810069973725644</a>
EXLTW036	June 3, 2024	Zoi Moza speaking at the Ukrainian Workshop	8	3	EU	<a href="https://x.com/excellent_eu/status/1797565306266665452">https://x.com/excellent_eu/status/1797565306266665452</a>

## Facebook <https://www.facebook.com/excellenteu/>

Figure 10: Activities at ExcellEnt's Facebook

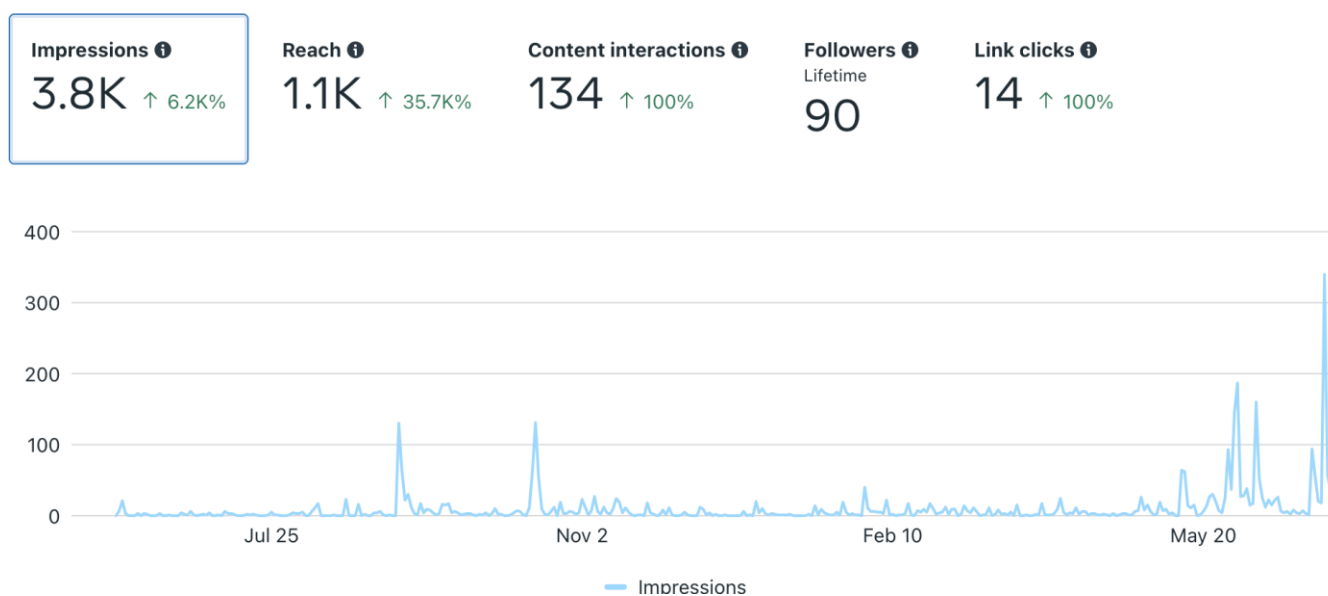


Table 5: Dissemination Log of Activities on Facebook

Activity on FACEBOOK			Impact			Link
Activity Reference	Date	Description	Outreach	Engagement	Geographical Reach	
			Post impressions	likes, comments, shares		
EXLFB001	4-Sep-23	ExcellEnt Project Announcement - website launch	323	7	EU	<a href="https://www.facebook.com/excellenteu/posts/195158233576564">https://www.facebook.com/excellenteu/posts/195158233576564</a>

EXLFB002	11-Sep-23	ExcellEnt Consortium Meeting in Larissa	102	6	EU	<a href="https://www.facebook.com/excellenteu/posts/199566913135696">https://www.facebook.com/excellenteu/posts/199566913135696</a>
EXLFB003	10-Oct-23	Meet our #ExcellEnt Consortium Partners Introducing ExcellEnt Partners: Institute of Entrepreneurship Development (IED)	87	8	EU	<a href="https://facebook.com/watch/?v=280609518223762">https://facebook.com/watch/?v=280609518223762</a>
EXLFB004	19-Oct-23	Introducing Our #ExcellEnt Partners: GATE.	49	6	EU	<a href="https://www.facebook.com/watch/?v=1495314674635296">https://www.facebook.com/watch/?v=1495314674635296</a>
EXLFB005	26-Oct-23	Introducing Our #ExcellEnt Partners: Booster Labs.	42	5	EU	<a href="https://business.facebook.com/excellenteu/videos/851840359683862/">https://business.facebook.com/excellenteu/videos/851840359683862/</a>
EXLFB006	2-Nov-23	Introducing Our #ExcellEnt Partners: Creative Cluster	39	2	EU	<a href="https://business.facebook.com/excellenteu/videos/1043538620395439/">https://business.facebook.com/excellenteu/videos/1043538620395439/</a>
EXLFB007	9-Nov-23	Introducing Our #ExcellEnt Partners: International Development Ireland Ireland IDI	25	3	EU	<a href="https://business.facebook.com/excellenteu/videos/2245818799142622/">https://business.facebook.com/excellenteu/videos/2245818799142622/</a>
EXLFB008	16-Nov-23	Introducing Our #ExcellEnt Partners: Sabanci University	23	3	EU	<a href="https://business.facebook.com/excellenteu/videos/839235514659931/">https://business.facebook.com/excellenteu/videos/839235514659931/</a>
EXLFB009	23-Nov-23	Introducing Our #ExcellEnt Partners: TechUkraine	21	1	EU	<a href="https://business.facebook.com/excellenteu/videos/745645947393749/">https://business.facebook.com/excellenteu/videos/745645947393749/</a>
EXLFB010	30-Nov-23	In-depth interviews with business owners, higher education institutions, accelerators, incubators and policy makers	20	1	EU	<a href="https://www.facebook.com/excellenteu/posts/248649104894143">https://www.facebook.com/excellenteu/posts/248649104894143</a>
EXLFB011	10-Dec-23	Find out new results of the project research on the website in the resources tab	25	1	EU	<a href="https://www.facebook.com/excellenteu/posts/254544634304590">https://www.facebook.com/excellenteu/posts/254544634304590</a>

EXLFB012	28-Dec-23	We are here to fill the gap between CEE and Western Europe	53	2	EU	<a href="https://www.facebook.com/excellenteu/posts/265885176503869">https://www.facebook.com/excellenteu/posts/265885176503869</a>
EXLFB013	18-Jan-24	Unveiling Compendium of Interviews with Entrepreneurial Ecosystem Stakeholders	19	0	EU	<a href="https://www.facebook.com/excellenteu/posts/279204278505292">https://www.facebook.com/excellenteu/posts/279204278505292</a>
EXLFB014	25-Jan-24	CEE the tech startup unicorns	34	3	EU	<a href="https://www.facebook.com/excellenteu/posts/283721998053520">https://www.facebook.com/excellenteu/posts/283721998053520</a>
EXLFB015	1-Feb-24	SWOT analysis of entrepreneurial ecosystems'	121	1	EU	<a href="https://www.facebook.com/excellenteu/posts/288200810938972">https://www.facebook.com/excellenteu/posts/288200810938972</a>
EXLFB016	8-Feb-24	Communication and Dissemination Actions Report	17	3	EU	<a href="https://www.facebook.com/excellenteu/posts/292726873819699">https://www.facebook.com/excellenteu/posts/292726873819699</a>
EXLFB017	15-Feb-24	in-depth analysis of 6 European entrepreneurial ecosystems	91	2	EU	<a href="https://business.facebook.com/excellenteu/videos/2467271216993785/">https://business.facebook.com/excellenteu/videos/2467271216993785/</a>
EXLFB018	22-Feb-24	SWOT Analysis of Greek Entrepreneurial Ecosystem	27	7	EU	<a href="https://business.facebook.com/excellenteu/videos/1151590212498143/">https://business.facebook.com/excellenteu/videos/1151590212498143/</a>
EXLFB019	1-Mar-24	French Entrepreneurial Ecosystem Overview	17	5	EU	<a href="https://business.facebook.com/excellenteu/videos/927253839071159/">https://business.facebook.com/excellenteu/videos/927253839071159/</a>
EXLFB020	4-Mar-24	SWOT Analysis of Bulgarian Entrepreneurial Ecosystem	20	4	EU	<a href="https://business.facebook.com/excellenteu/videos/955174702710608/">https://business.facebook.com/excellenteu/videos/955174702710608/</a>
EXLFB021	7-Mar-24	Ireland is a Global hub	17	1	EU	<a href="https://business.facebook.com/excellenteu/videos/881343457075125/">https://business.facebook.com/excellenteu/videos/881343457075125/</a>

EXLFB022	15-Mar-24	SWOT Analysis of Turkish Entrepreneurial Ecosystem	19	0	EU	<a href="https://business.facebook.com/excellenteu/videos/723690323030473/">https://business.facebook.com/excellenteu/videos/723690323030473/</a>
EXLFB023	21-Mar-24	SWOT Analysis of Ukrainian Entrepreneurial Ecosystem	20	0	EU	<a href="https://business.facebook.com/excellenteu/videos/325952657154873/">https://business.facebook.com/excellenteu/videos/325952657154873/</a>
EXLFB024	29-Mar-24	Rules of success of Aleksandra Boguslavskaya, CEO and Founder at Data Science UA	21	0	EU	<a href="https://business.facebook.com/excellenteu/videos/794870369172399/">https://business.facebook.com/excellenteu/videos/794870369172399/</a>
EXLFB025	4-Apr-24	Rules of success of Anna Stoilova, CEO and Co-Founder at Rogues Studio	27	2	EU	<a href="https://business.facebook.com/excellenteu/videos/777742650675199/">https://business.facebook.com/excellenteu/videos/777742650675199/</a>
EXLFB026	12-Apr-24	Rules of Ataberk Taçar, CEO and Co-founder at Size&Me	24	0	EU	<a href="https://business.facebook.com/excellenteu/videos/349868001395505/">https://business.facebook.com/excellenteu/videos/349868001395505/</a>
EXLFB027	29-Apr-24	Unlock the Entrepreneurial Potential in Ukraine	19	0	EU	<a href="https://www.facebook.com/excellenteu/posts/342836365475416">https://www.facebook.com/excellenteu/posts/342836365475416</a>
EXLFB028	30-Apr-24	Unlocking Entrepreneurial Potential in Bulgaria	0	0	EU	<a href="https://www.facebook.com/events/1851554775347304/">https://www.facebook.com/events/1851554775347304/</a>
EXLFB029	30-Apr-24	Unlocking Entrepreneurial Potential in France	0	0	EU	<a href="https://www.facebook.com/events/1495357081086460/">https://www.facebook.com/events/1495357081086460/</a>
EXLFB030	30-Apr-24	Unlocking Entrepreneurial Potential in Turkey	0	0	EU	<a href="https://facebook.com/events/779446484251518/">https://facebook.com/events/779446484251518/</a>
EXLFB031	3-May-24	Unlocking Entrepreneurial Potential in Europe	0	0	EU	<a href="https://www.facebook.com/events/740035361660433/">https://www.facebook.com/events/740035361660433/</a>
EXLFB032	3-May-24	Unlocking Entrepreneurial Potential in Greece	0	0	EU	<a href="https://www.facebook.com/events/823849909788839/">https://www.facebook.com/events/823849909788839/</a>

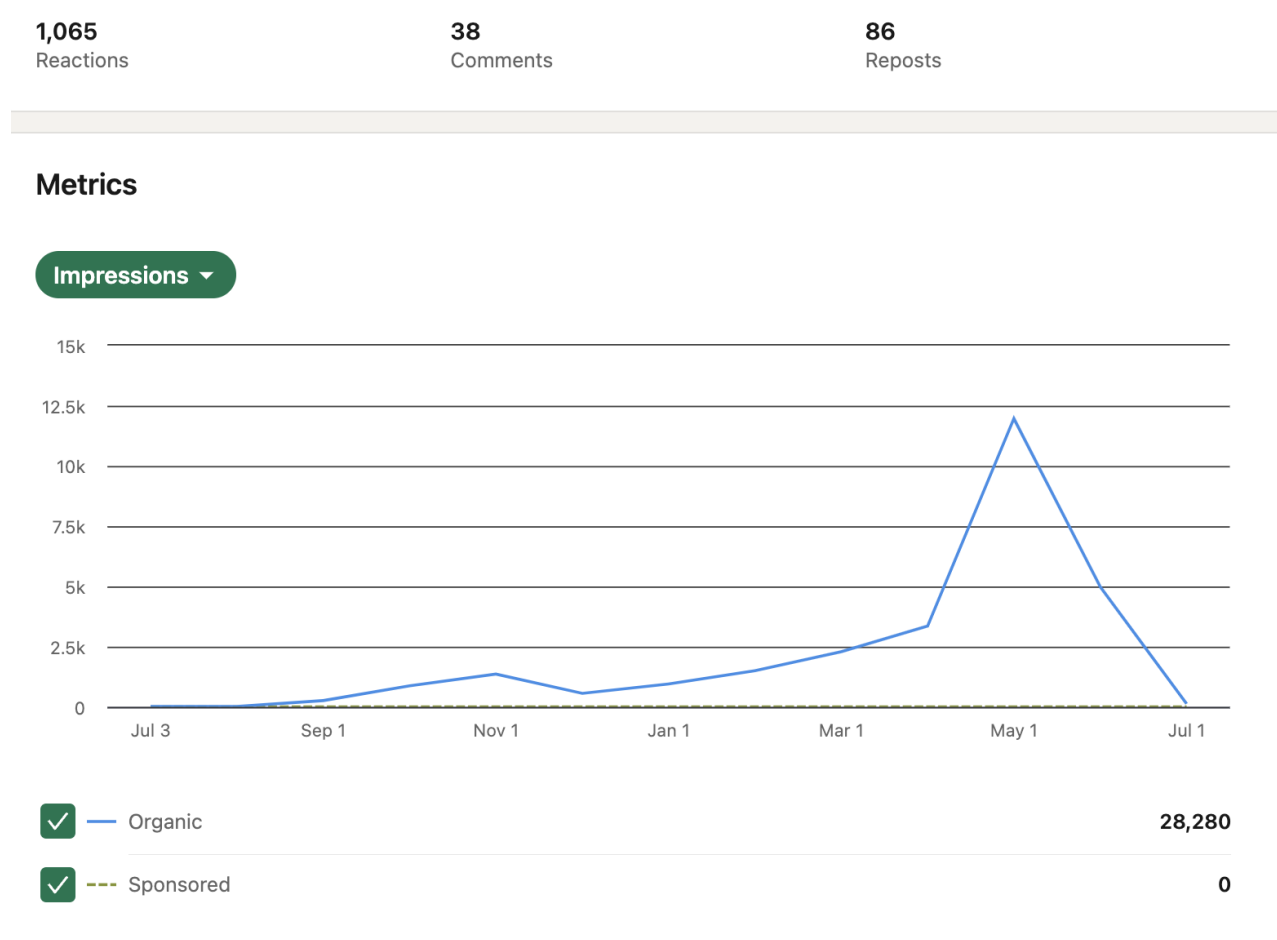
EXLFB033	6-May-24	Unlocking Entrepreneurial Potential in Ireland	0	0	EU	<a href="https://www.facebook.com/events/454939573567493/">https://www.facebook.com/events/454939573567493/</a>
EXLFB034	24-May-24	Innovating in Ukraine and Shaping the Future of Entrepreneurship	0	0	EU	<a href="https://www.facebook.com/events/1173041390800466/">https://www.facebook.com/events/1173041390800466/</a>
EXLFB035	27-May-24	Tomorrow Bulgaria, Ireland, and Turkiye invite to the entrepreneurial workshops	40	1	EU	<a href="https://www.facebook.com/reel/749663853907774">https://www.facebook.com/reel/749663853907774</a>
EXLFB036	28-May-24	Pan-European Online Workshop	58	3	EU	<a href="https://www.facebook.com/reel/422704470544287/">https://www.facebook.com/reel/422704470544287/</a>
EXLFB037	30-May-24	Join us at the Pan European Online Workshop: Date: 31.05.24	143	6	EU	<a href="https://www.facebook.com/excellenteu/posts/363379056754480">https://www.facebook.com/excellenteu/posts/363379056754480</a>
EXLFB038	3-Jun-24	Keynote speaker of the Ukrainian Online Workshop Zoi Moza	40	2	EU	<a href="https://www.facebook.com/excellenteu/posts/365899103169142">https://www.facebook.com/excellenteu/posts/365899103169142</a>



## LinkedIn <https://www.linkedin.com/company/excellenteu/>

The most efficient social media channel for the ExcellEnt project has proven to be LinkedIn with 28.280 impressions on posts and more than 1.000 reactions. With experts being active in the fields related to entrepreneurship, this channel brings very high interaction value.

Figure 11: Activities at ExcellEnt's LinkedIn



In terms of the demography of ExcellEnt's profile on LinkedIn, a majority of the followers work in business development and project management. The geography shows interest from the targeted regions of six entrepreneurial ecosystems.

Figure 12: Demographics at ExcellEnt's LinkedIn - Roles

## Visitor demographics

Job function ▼

**Business Development** · 116 (19%)



**Education** · 115 (18.8%)



**Community and Social Services** · 81 (13.2%)



**Program and Project Management** · 51 (8.3%)



**Engineering** · 25 (4.1%)



**Marketing** · 24 (3.9%)



**Operations** · 24 (3.9%)



**Consulting** · 20 (3.3%)



**Healthcare Services** · 18 (2.9%)



**Information Technology** · 18 (2.9%)





Figure 13: Demographics at ExcellEnt's LinkedIn - Cities/Countries

## Follower demographics ⓘ

Location ▾

Greater Larisa Area, Greece · 39 (10.7%)

Greater Istanbul, Türkiye · 31 (8.5%)

Athens Metropolitan Area, Greece · 23 (6.3%)

Kyiv Metropolitan Area, Ukraine · 20 (5.5%)

Sofia Metropolitan Area, Bulgaria · 20 (5.5%)

Greater Paris Metropolitan Region, France · 16 (4.4%)

Greater Ankara, Türkiye · 13 (3.6%)

Greater Izmir, Türkiye · 9 (2.5%)

Thessaloniki Metropolitan Area, Greece · 6 (1.6%)

London Area, United Kingdom, United Kingdom · 5 (1.4%)

Table 6: Dissemination Log of Activities on LinkedIn

Activity on LINKEDIN			Impact			Evidence
Activity Reference	Date	Description	Outreach	Engagement	Geographical Reach	Link



			Post impressions	Likes, comments, shares		
EXLLI001	4-Sep-23	ExcellEnt Project Announcement — Launch of the Website	153	5	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7104424268746100736/">https://www.linkedin.com/feed/update/urn:li:activity:7104424268746100736/</a>
EXLLI002	6-Sep-23	EISMEA support	182	6	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7105186744165163008?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7105186744165163008?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI003	11-Sep-23	ExcellEnt Consortium Meeting in Larissa	256	32	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7106976240724537344?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7106976240724537344?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI004	12-Oct-23	ExcellEnt Partners: Institute of Entrepreneurship Development (IED)	431	5	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7118164458434105344?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7118164458434105344?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI005	19-Oct-23	ExcellEnt Partners: GATE Institute	357	3	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7120707985647054849?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7120707985647054849?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI006	26-Oct-23	ExcellEnt Partners: Booster Labs	427	7	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7123276826726023168?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7123276826726023168?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>

EXLLI007	2-Nov-23	ExcellEnt Partners: Creative Cluster Community	249	0	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7125848777835393024?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7125848777835393024?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI008	9-Nov-23	ExcellEnt Partners: International Development Ireland	298	3	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7128393319948107779?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7128393319948107779?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI009	16-Nov-23	ExcellEnt Partners: Sabanci University	201	0	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7130966249299206144?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7130966249299206144?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI010	23-Nov-23	ExcellEnt Partners: TechUkraine	187	5	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7133490510010232832?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7133490510010232832?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI011	30-Nov-23	Unlocking Entrepreneurial Experience Across Europe	200	7	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7136004612163051520?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7136004612163051520?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI012	10-Dec-23	Resources - Excellent	195	5	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7139697275143979008?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7139697275143979008?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI013	5-Jan-24	What factor do you think most influences success in entrepreneurship?	147	11	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7149013776577597440?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7149013776577597440?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>

						<a href="https://www.linkedin.com/feed/update/urn:li:activity:7150452563379662848?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI014	9-Jan-24	CEE-born tech companies analysis	158	4	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7150452563379662848?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7150452563379662848?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI015	18-Jan-24	D1 Compendium of interview with entrepreneurial ecosystem stakeholders	78	3	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7153762270055915520?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7153762270055915520?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI016	25-Jan-24	CEE the tech startup unicorns	650	26	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7156199653305131008?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7156199653305131008?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI017	1-Feb-24	D5 Report on the SWOT Analysis of Entrepreneurial Ecosystems	149	6	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7158742513225195520?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7158742513225195520?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI018	8-Feb-24	D16 Communication and Dissemination Actions Report	136	1	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7161302798716780545?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7161302798716780545?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI019	22-Feb-24	Greek Entrepreneurial Ecosystem Overview	527	105	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7166359697971658752?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7166359697971658752?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>

EXLLI020	26-Feb-24	Bulgarian Entrepreneurial Ecosystem Overview	562	51	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7167863825633796097?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7167863825633796097?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI021	29-Feb-24	French Entrepreneurial Ecosystem Overview	593	54	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7168950553207664642?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7168950553207664642?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI022	7-Mar-24	Irish Entrepreneurial Ecosystem Overview	460	45	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7171444894106808320?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7171444894106808320?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI023	15-Mar-24	Turkish Entrepreneurial Ecosystem Overview	600	49	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7174326556385812480?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7174326556385812480?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI024	21-Mar-24	Ukrainian Entrepreneurial Ecosystem Overview	625	112	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7176507786153906176?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7176507786153906176?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI025	29-Mar-24	Key Entrepreneurial Insights - Ukraine	735	158	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7179371251604283392?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7179371251604283392?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI026	4-Apr-24	Anna Stoilova, Rogues Studio Interview	1,081	143	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7181569592450768896?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7181569592450768896?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>

						<a href="#">nalytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI027	10-Apr-24	Harvard Business Review	106	0	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7183750377194852353?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7183750377194852353?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI028	11-Apr-24	Size&Me Interview	444	121	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7184116697656639488?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7184116697656639488?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI029	15-Apr-24	<a href="#">Richard Branson</a> quote	242	2	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7185522839301570560?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7185522839301570560?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI030	18-Apr-24	Tip for the ExcellEnt Entrepreneurship	100	2	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7186682583848521728?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7186682583848521728?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI031	22-Apr-24	CEE Startups are worth €213B	432	4	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7188102236617457664?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7188102236617457664?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI032	29-Apr-24	GDP Growth Forecast in CEE in 2024	149	4	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7190601010774446080?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7190601010774446080?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>



EXLLI033	29-Apr-24	Unlocking Entrepreneurial Potential in Ukraine	149	9	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7190658258519445505?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7190658258519445505?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI034	29-Apr-24	Unlocking Entrepreneurial Potential in Bulgaria	211	19	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7190686331411304448?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7190686331411304448?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI035	29-Apr-24	Unlocking Entrepreneurial Potential in France	177	18	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7190688922375512064?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7190688922375512064?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI036	29-Apr-24	Unlocking Entrepreneurial Potential in Turkey	202	21	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7190718260273700866?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7190718260273700866?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI037	30-Apr-24	Unlocking Entrepreneurial Potential in Greece	301	10	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7191080189295001600?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7191080189295001600?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI038	3-May-24	Unlocking Entrepreneurial Potential in Europe	353	15	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7192039735568056320?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7192039735568056320?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI039	6-May-24	Unlocking Entrepreneurial Potential in Ireland	393	16	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7193166892130320384?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7193166892130320384?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>



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EXLLI040	7-May-24	Series of European Online Workshops tailored for entrepreneurs in Bulgaria, France, Greece, Ireland, Turkey and Ukraine	587	21	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7193513651461337088?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7193513651461337088?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI041	8-May-24	Unlock the Entrepreneurial Potential of Turkey. Agenda	2,542	54	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7193883880100130816?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7193883880100130816?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI042	8-May-24	Overview of the Project	584	11	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7193960670009159682?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7193960670009159682?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI043	13-May-24	Unlocking Entrepreneurial Potential in Ukraine — Meet Speakers	265	10	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7195692873630044161?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7195692873630044161?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI044	13-May-24	Join the French National Entrepreneurial Workshop. Agenda	383	6	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7195819581788086272?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7195819581788086272?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI045	16-May-24	<a href="#">Online Workshop dedicated to Entrepreneurship in Greece.</a> Agenda	227	21	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7196805491656667136?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7196805491656667136?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>





EXLLI046	17-May-24	<a href="#">Learn About Entrepreneurship in Ireland.</a> Agenda	279	7	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7197161430326894593?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7197161430326894593?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI047	20-May-24	ExcellEnt Project's Pan-European Online Workshop	463	33	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7198267056851447808?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7198267056851447808?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI048	21-May-24	Agenda of the Irish workshop	185	5	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7198636512438063106?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7198636512438063106?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI049	22-May-24	Innovating in Turkiye and Shaping the Future of Entrepreneurship	623	13	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7198946833128161281?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7198946833128161281?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI050	23-May-24	Unlocking Entrepreneurial Potential in Bulgaria: Innovating and Shaping the Future. Agenda	422	21	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7199342140282286080?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7199342140282286080?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI051	24-May-24	Pan-European Online Workshop "Unlocking Entrepreneurial Potential in Europe	142	2	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7199677210151010305?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7199677210151010305?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI052	24-May-24	Workshop dedicated to current trends and opportunities for business in Ireland	225	8	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7199707934589681666?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7199707934589681666?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>



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EXLLI053	24-May-24	Innovating in Ukraine and Shaping the Future of Entrepreneurship	218	12	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7199800109402865664?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7199800109402865664?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI054	27-May-24	Tomorrow Bulgaria, Ireland, and Turkiye invite to the entrepreneurial workshops	316	9	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7200782163913408513?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7200782163913408513?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI055	27-May-24	Secure your spot at the Pan European Online Workshop "Unlocking Entrepreneurial Potential in Europe"	787	66	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7200886618574991360?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7200886618574991360?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI056	28-May-24	Meet a keynote speaker at the upcoming Pan European Workshop on May 31	448	14	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7201174360655613953?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7201174360655613953?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI057	28-May-24	Meet our keynote speakers for the upcoming Pan European Online Workshop	1,412	56	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:720122212853387264?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:720122212853387264?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI058	29-May-24	Dominique PIOTET will be the keynote speaker at the upcoming Pan European Online Workshop	258	3	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7201492442678800384?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7201492442678800384?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>

EXLLI059	29-May-24	We keep introducing our keynote speakers for the upcoming Pan European Online Workshop	231	4	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7201540487852253187?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7201540487852253187?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI060	29-May-24	Paul Stefanut, Founder of Booster Labs, as a keynote speaker of the Pan European Online Workshop	192	11	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7201590810625105922?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7201590810625105922?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI061	30-May-24	Meet the panelists of the Pan European Online Workshop	413	24	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7201832226269908992?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7201832226269908992?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI062	30-May-24	Tomorrow is the day of Unlocking Entrepreneurial Potential of Europe	862	58	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7201897296953802752?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7201897296953802752?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI063	31-May-24	See you today at the Pan European Online Workshop	234	28	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7202187081048068096?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7202187081048068096?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI064	31-May-24	We are about to start ExcellEnt Project's Pan European Online Workshop	254	7	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7202265836546330625?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7202265836546330625?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI065	31-May-24	ExcellEnt Project thanks everyone who contributed to the Pan European and national workshops	368	11	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7202317620782469121?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7202317620782469121?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>



						<a href="https://www.linkedin.com/feed/update/urn:li:activity:7203329586565169152?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI066	3-Jun-24	Keynote speaker of the Ukrainian Online Workshop Zoi Moza	228	12	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7203329586565169152?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7203329586565169152?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI067	4-Jun-24	On June 7, we invite you to an online workshop "Innovating in Ukraine and Shaping the Future of Entrepreneurship"	387	21	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7203696726275174402?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7203696726275174402?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI068	6-Jun-24	Secure your spot at tomorrow's discussion about innovation talent of Ukraine and potential for growth	189	3	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7204479431225012225?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7204479431225012225?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI069	12-Jun-24	Secret sauce of entrepreneurship	370	95	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7206656910815588352?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7206656910815588352?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI070	24-Jun-24	Taking action makes a difference	244	9	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7210993754957111296?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7210993754957111296?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>
EXLLI071	28-Jun-24	Consortium Partners Meeting in Paris Boost	840	189	EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7212387078016307201?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9">https://www.linkedin.com/feed/update/urn:li:activity:7212387078016307201?lipi=urn%3Ali%3Apage%3Aorganization_admin_admin_analytics_updates%3B72c41ad6-9a79-4003-9c0e-1c62557d11f9</a>

### **4.2.3. Consortium Partners' Social Media**

Social media activity has been accompanying ExcellEnt's actions thanks to efforts and engagement of partners. Altogether, consortium partners reached relevant target groups 104.505 times (post impressions) with high follower numbers counting across various partner social media channels supporting ExcellEnt project's activities in the past 18 Months.

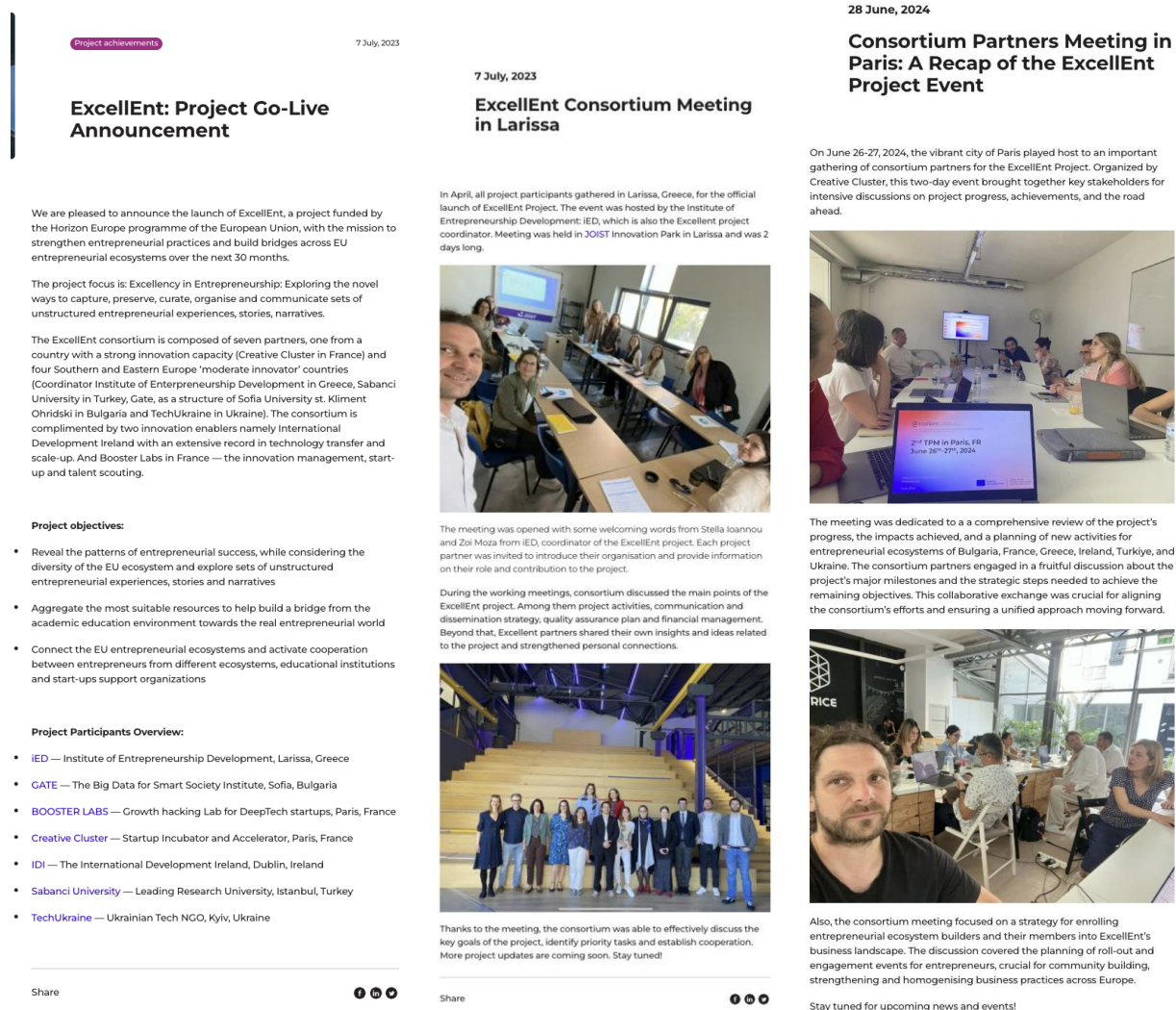
Detailed description of social media activities implemented by Consortium Partners – in the Annex 1.

### **4.2.4. Press Releases**

In the period M1-M18 were issued three press releases to promote updates on the ExcellEnt Project and its progress. These materials were published on the website of the project with the support of consortium partners, pitching these news to the relevant EU and national media.



Figure 14: Screenshot of three press releases issued in July 2024 and June 2024



## 4.2.5. Newsletter

The ExcellEnt project uses LinkedIn for creating and managing newsletter campaigns. Specific information on ExcellEnt activities and outcomes are included in the general ExcellEnt Newsletter. Until now, one digital newsletter has been distributed in May 2024, prior to the series of the national and pan-European online





workshops. The number of subscribers is 175 with 581 of the total number of impressions and 45 articles views.

Figure 15: Screenshot of the ExcellEnt Newsletter in May 2024

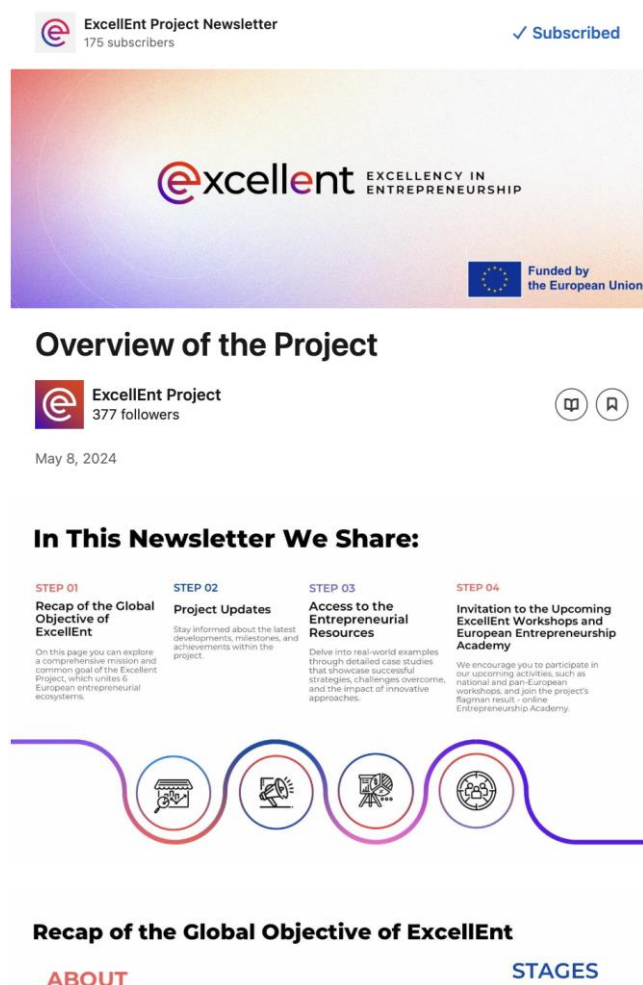
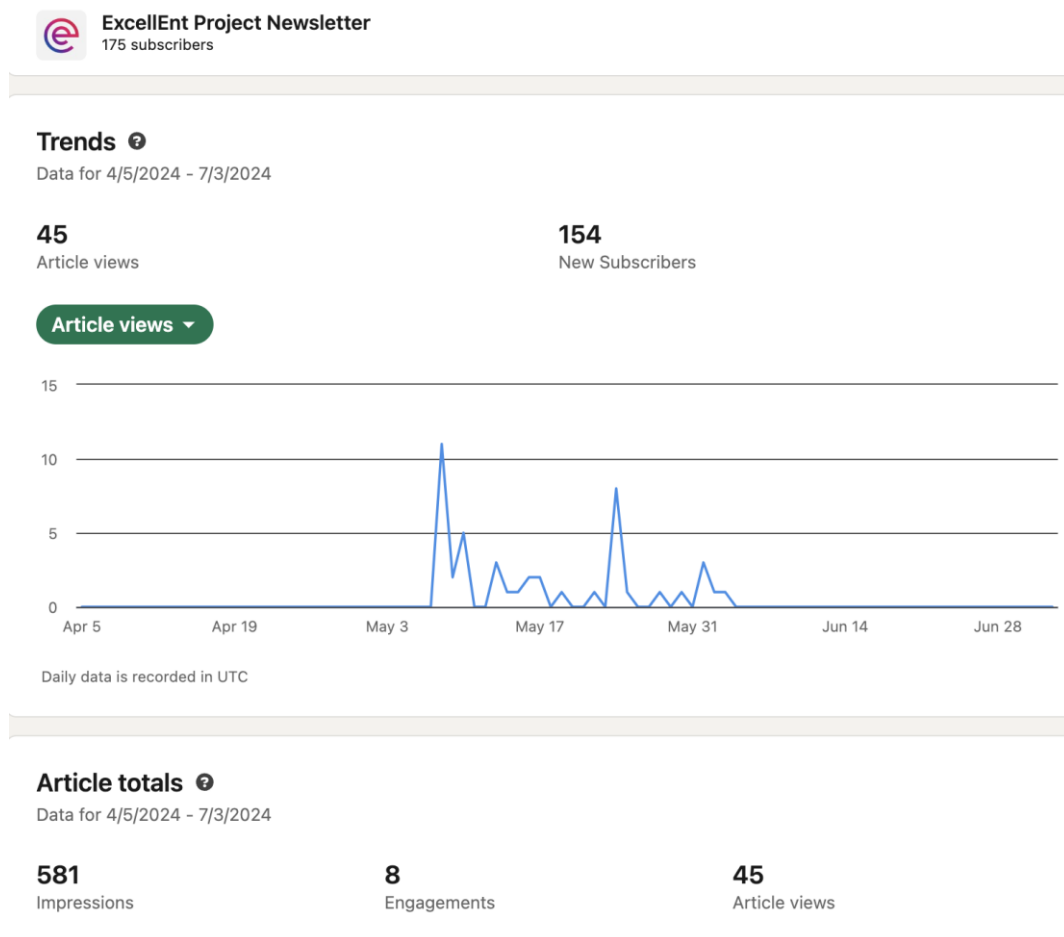


Figure 16: ExcellEnt Newsletter's Impressions in May 2024





#### 4.2.6. Events

Within the period M1-M18 ExcellEnt project organized online and onsite events with stakeholders of the target groups, aiming to:

- disseminate ExcellEnt project activities and achievements;
- perform specific tasks and deepen cooperation within any target group and build strong mutual relationships within specific ones;
- provide active exchange with all stakeholders: receive feedback, suggestions, and recommendations;
- involve the community into expanding and leveraging the results beyond the consortium and local ecosystems.

Through its core members ExcellEnt organized 8 national workshops, followed by a pan-European Online event to share the findings with members at the pan-European level.

The following events were organized and co-organised by ExcellEnt in this period:

1. Unlocking Entrepreneurial Potential in Turkey - Fri, May 10, 2024
2. Unlocking Entrepreneurial Potential in France - Tue, May 14, 2024
3. Unlocking Entrepreneurial Potential in Ukraine - Wed, May 15, 2024
4. Unlocking Entrepreneurial Potential in Greece - Fri, May 17, 2024
5. Unlocking Entrepreneurial Potential in Bulgaria - Tue, May 28, 2024
6. Unlocking Entrepreneurial Potential in Ireland - Tue, May 28, 2024
7. Innovating in Türkiye and Shaping the Future of Entrepreneurship - Tue, May 28, 2024
8. Pan-European Online Workshop - Unlocking Entrepreneurial Potential in Europe - Fri, May 31, 2024
9. Innovating in Ukraine and Shaping the Future of Entrepreneurship - Fri, Jun 7, 2024

## Online Workshop “Unlocking Entrepreneurial Potential in Turkey” - Fri, May 10, 2024

Organized by Sabanci University

Figure 17: Visual promoting the Turkish Workshop on May 10, 2024



Number of Participants: 34

### Profile of Participants:

Sabancı University firstly invited keynote speakers and panelists as active contributors to the workshop and then shared the event publicly to enable registration by other participants. The keynote speakers and panelists were also asked to share the event with their circles. The participants came from diverse roles both from the center and periphery of the entrepreneurship ecosystem in Türkiye. Investors (business angels, VC fund managers), self-entrepreneurs, startups, incubator and acceleration program managers, project managers, and students interested in entrepreneurship had the majority of participation along with other actors.

## Hybrid Workshop “Unlocking Entrepreneurial Potential in France” - Tue, May 14, 2024



Funded by  
the European Union

ExcellEnt: Excellency in Entrepreneurship: Expanding European  
entrepreneurship by boosting youth (self) employability and promoting  
a sharing resources culture

**Co-organized by Creative Cluster, Booster Labs and the Pôle Léonard de Vinci in Paris.**

Figure 18: Visual with the agenda of the French Hybrid Workshop on May 14, 2024

**ONLINE WORKSHOP**

**May 14, 2024 - Speakers:**

Jean-Noël de GALZAIN - Founder & CEO, WALLIX Group

Fadwa Sube - President, SOVERENCY / Vice-President, Systematic Paris-Region

Yann. Gozlan - Managing Director, Creative Valley

Dr. Christophe AREND - Conseiller spécial relations franco-allemandes, Directeur de la représentation de la Sarre en France Saarland Staatskanzlei

Maëva Tordo - Director, Blue Factory ESCP

Dorina Stamou - Operations Lead, EIT Digital

Marc Teyssier - Principal Investigator & Creative Technologist, Pôle Léonard de Vinci

TUNDE KALLAI - Open Innovation & Living Lab expert, Creative Valley

Paul Stefanut - Co-founder, Booster Labs

**Unlocking Entrepreneurial Potential in France**

**excellent**  
EXCELLENCY IN ENTREPRENEURSHIP

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**BOOSTER LABS**  
ACCELERATE YOUR GROWTH

**CREATIVE VALLEY**

**Number of Participants:** 82 registrations , 63 attendees (25 on site, 38 online ).

**Profile of Participants:** The Creative Cluster & Booster Lab 's team has invited the leaders as active contributors to the workshop and the typical actors as audiences in the French Innovation Ecosystem. Through a detailed List of invitees: these people represented an EU entity (EIT Digital), research institutions (universities), business support organizations (accelerators, incubators, chamber of commerce in France-Germany), civil society organizations, self-entrepreneurs (women-led business leaders), and start-up companies, and of course the co-founders or CEOs of various private tech companies, private investors (business angels, representatives from VC funds). The composition of the participants more precisely : SME (NFTUniverzum, EXOMIND), social platform (Bloomers), Incubator (De Vinci, Blue Factory of ESCP, Creative Cluster), self-entrepreneur , Embassy (Austria), large entreprise (Leadership Growth Holding), Private Investor (Soverency Group), Business School (ESCP, EMLV), Business consulting firm (JF NAUD), research institute (IFT), VET training (MATRICE). The male-female ratio of the participants: female (based on the List of attendees) around 48% while the male representation has been around 52%.

The hybrid workshop's outcomes has been to promote the key findings of the empirical results of the project , the European Entrepreneurial Academy platform and its services, with the planned activities and events. Additionally to make a number of interactions and collaborations among the audience and keynote speakers to talk about the cross-border entrepreneurial collaboration (through a model of France-Germany), and also to conduct an Q&A session.

## Online Workshop “Unlocking Entrepreneurial Potential in Ukraine” - Wed, May 15, 2024

Organized by TechUkraine

Figure 19: Visual with speakers of the Ukrainian Online Workshop on May 15, 2024



**Number of Participants:** 67 registrations and 59 attendees

**Profile of Participants:** The workshop gathered Ukrainian and foreign entrepreneurs, business leaders, startup founders, policymakers, academics, and interested community members. 67% of participants were from Ukraine, 28% from France, others represented Greece, Ireland, Turkey and other countries.

## Online Workshop “Unlocking Entrepreneurial Potential in Greece” - Fri, May 17, 2024

Organized by Institute of Entrepreneurship Development



Figure 20: Visual with the agenda of the Greek Online Workshop on May 17, 2024



Funded by  
the European Union

## The Agenda

**15:00 - 15:10 | Opening Remarks** | Moderator: Andreas Almpanis, Projects & Proposals Manager, Institute of Entrepreneurship Development

### Cultivating Entrepreneurial Excellence in Greece

**15:10 - 15:20 | Opening Keynote Speech: Current Landscape and Future Trends of Greek Entrepreneurship** | Speaker: Irene Sgourou, Female Entrepreneurship Ambassador, Concept Founder W4AI-Hellas

**15:20 - 15:30 | The eXcellent Project Presentation** | Speaker: Zoi Moza, Project Manager, Institute of Entrepreneurship Development

**15:30 - 16:20 | Panel Discussion: Entrepreneurial Stories and Strategies**

Speakers:

Theocharis Vlachopanagiotis, Co-founder & CEO of Rhoe

Petros Soukoulis, Co-founder of Seems

Konstantinos Akrivos, Co-founder & CTO of Oliveex

Ioannis Tsakmakis, Co-founder & CEO of ENVRIO

Theodora Tsokanari, Executive Manager of Thinc Thrace Incubator

**16:20 - 16:30 | Q&A Session**

### Bridging Greek Innovation: Connecting Local Entrepreneurs to Global Opportunities

**16:30 - 16:40 | Cascade Funding Explained** | Speaker: Veronika Filippou, Innovation Community & Networking Manager, JOIST Innovation Park

**16:40 - 16:50 | From Design Thinking to Pitching Investors** | Speaker: Thomas Chalatsis, Project Manager, Institute of Entrepreneurship Development

**16:50 - 17:00 | Closing Keynote Speech: Moving towards mature innovation ecosystems in Europe** | Speaker: Theologos Prokopiou, CEO i4G SA

**17:00 - 17:10 | Final Remarks and Workshop Closure** | Moderator: Andreas Almpanis, Projects & Proposals Manager, Institute of Entrepreneurship Development

**Number of Participants:** 55

**Profile of Participants:** A diverse mix of professionals from the entrepreneurial and innovation ecosystem, including entrepreneurs, startup representatives, higher education institution representatives, incubators, and other key roles.



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## Hybrid Workshop “Unlocking Entrepreneurial Potential in Bulgaria” - Tue, May 28, 2024

Organized by GATE Institute.

Figure 21: Visual with the agenda of the Bulgarian Hybrid Workshop on May 28, 2024



### Program

**9:30 - Opening remarks** | Prof. Silvia Ilieva, Director of the GATE Institute

**9:30 – 11:05| Part 1. Key to success**

**Presentation of the ExcellEnt Project** | Denitsa Stoilova (GATE)

**Support for the entrepreneurial ecosystem in Bulgaria** | Lora Yosifova (MIG)

**An inspiring example from a leading entrepreneur** | Georgi Kudrev (Kelvin Health)

**Panel Discussion: Innovation Across Industry Sectors: Strategies and Experience Stories of Technology Entrepreneurs** |

Moderator: Ivan Draganov

Panelists: Radoslav Rizov (MIG), Stoyan Nedin (Vitosha Venture Partners), Entrepreneur, Prof. Todor Yalamov (Sofia University), Gorian Varbanov (Quendoo)

**11:20 – 12:30| Part 2. Techniques for developing entrepreneurial skills | European development opportunities**

**Developing design thinking and generating ideas** | Iva Krasteva (GATE)

**Pitching Preparation** | Ivaylo Ivanov (Founder Institute).

**European Academy of Entrepreneurship. Competition for entrepreneurs** | Denitsa Stoilova (GATE)

**12.30-13:00| Networking and informal discussions**

**Number of Participants:** 46 in-person participants and 83 online registrants

**Profile of Participants:** Participants included entrepreneurs, startup members, incubator representatives, HEI representatives, investors, and other stakeholders, with a strong local representation (95.1% from Bulgaria).



## Online Workshop “Unlocking Entrepreneurial Potential in Ireland” - Tue, May 28, 2024

Organized by International Development Ireland

Figure 22: Visual with speakers of the Irish Online Workshop on May 28, 2024



**Number of Participants:** 59 attendees out of 75 registrations

**Profile of Participants:** Business leaders, policymakers, academics, community members, and local entrepreneurs in various stages of their entrepreneurial journeys have shown interest in the event.

## Online Workshop “Innovating in Türkiye and Shaping the Future of Entrepreneurship” - Tue, May 28, 2024

Organized by Sabanci University

Figure 23: Visual with speakers of the Turkish Online Workshop on May 28, 2024

The graphic features a purple-to-pink gradient background. At the top left, the text 'ONLINE WORKSHOP' is in large, bold, black capital letters. Below it, the title 'Innovating in Türkiye and Shaping the Future of Entrepreneurship' is written in a smaller, bold, black font. To the right of the title, the 'excellent' logo is displayed. Below the title, five circular headshots of the speakers are arranged in two rows. The top row shows Metin Salt and Ergi Şener. The bottom row shows Ozan Sönmez, Fatih Al, and Naci Kahraman. Below the headshots, the date 'Date: 28.05.2024' and time 'Time: 15:30-17:30' are listed in white text.

**ONLINE WORKSHOP**

**Innovating in Türkiye and Shaping the Future of Entrepreneurship**

**excellent**  
EXCELLENCY IN ENTREPRENEURSHIP

Metin Salt

Ergi Şener

Ozan Sönmez

Fatih Al

Naci Kahraman

Date: 28.05.2024  
Time: 15:30-17:30

**Number of Participants:** 79

**Profile of Participants:** Sabancı University firstly invited keynote speakers and panelists as active contributors to the workshop and then shared the event publicly to enable registration by other participants. The keynote speakers and panelists were also asked to share the event with their circles. The participants came from diverse roles both from the center and periphery of the entrepreneurship ecosystem in Türkiye. Investors (business angels, VC fund managers), self-entrepreneurs, startups, incubator and acceleration



program managers, project managers, and students interested in entrepreneurship had the majority of participation along with other actors.

## Online Workshop “Innovating in Ukraine and Shaping the Future of Entrepreneurship” - Fri, Jun 7, 2024

Organized by TechUkraine

Figure 24: Visual with speakers of the Ukrainian Online Workshop on June 7, 2024

# Innovating in Ukraine and Shaping the Future of Entrepreneurship

June 7, 15:00-17:00 Kyiv Time




Funded by the European Union

					
<b>ZOI MOZA</b>	<b>NATALY VEREEMEVA</b>	<b>DMYTRO KUZMENKO</b>	<b>OLENA SHERSHUN</b>	<b>YANA PALADIIEVA</b>	<b>JANE KLEPA</b>
EU Project Manager <b>ExcellEnt Project</b> iED - Institute of Entrepreneurship Development	Director <b>TechUkraine</b>	CEO Ukrainian Venture Capital and Private Equity Association <b>UVCA</b>	Associate Partner at <b>CIVITTA</b>	Head of projects and programs at <b>Ukrainian Startup Fund</b>	Director of Partnerships and Innovation at <b>SET University</b>

**Number of participants:** 24 attendees out of 79 registrations

**Profile of Participants:** The workshop gathered Ukrainian and foreign entrepreneurs, business leaders, startup founders, policymakers, academics, and interested community members. 67,1% of participants were from Ukraine, 25,3% from France, others represented Greece, Ireland, Turkey and other countries. 39,2% of the participants are entrepreneurs, 19% – startup founders, 2,5% are investors, others are from incubators and high education institutions.

## Pan-European Online Workshop - Unlocking Entrepreneurial Potential in Europe -

Fri, May 31, 2024

Organized by ExcellEnt Project and Consortium Partners

Figure 25: Visual announcing Pan-European Online Workshop on May 31, 2024



Figure 26: Visual with the agenda Pan-European Online Workshop on May 31, 2024



Number of participants: 130

**Profile of Participants:** Representatives of incubators, accelerators, universities, research labs, regional authorities, chambers of commerce etc and entrepreneurs, start-ups, women-led businesses, self-entrepreneurs, digital nomads etc.

The overall participation in the conducted events significantly exceeded expectations, with a total of 484 attendees across all sessions, highlighting strong interest and engagement.

The common goals of the National workshops and Pan-European Event has been Cross fertilization within EU ecosystems, to engage the national ecosystem stakeholders in 6 countries creating a lively and active entrepreneurial ecosystem. In order to facilitate the knowledge exchange and peer-to-peer learning among all players and enhance the outreach activities, it was important to listen to the voices /narratives of the entrepreneurs and stakeholders to find synergies and get value from the community of peers.

The promotion of the European Entrepreneurship Academy platform <https://europreneurship.eu/> has been also in the focus in the national workshops, which will be constantly updated with data resources and services, to interact and foster the stronger cooperation, and collaborations among members.

## 5. Dissemination Material and Content Developed

Dissemination materials for the ExcellEnt Project are crafted with the utmost care to ensure they are informative, engaging, and accessible. These materials include visuals, videos, and presentations, each serving a unique role in communicating the project's progress and impact. By leveraging these diverse formats, we aim to reach stakeholders, partners, and the general public, fostering a deeper understanding and appreciation of the ExcellEnt Project's contributions to our field.



## 5.1. Visuals

A collection of dynamic and informative visuals, including infographics, charts, and diagrams, designed to effectively convey the project's key findings and data. These graphics enhance comprehension and engagement, tailored to diverse audiences.

Figure 27: Visuals for ExcellEnt's social media with testimonials of the interviewed entrepreneurs

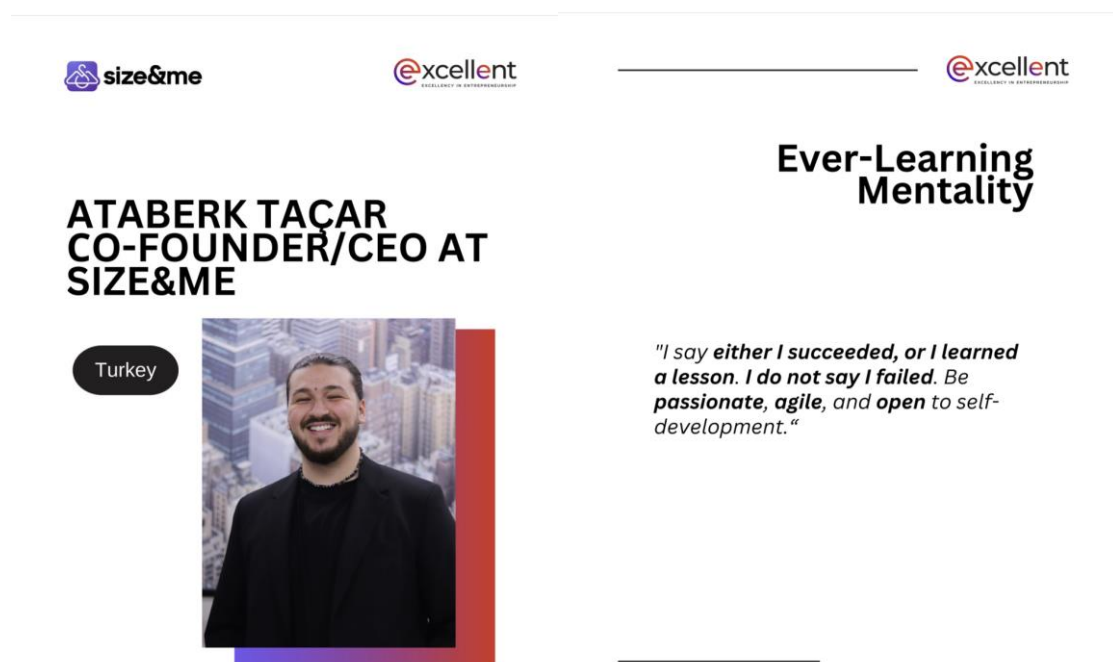


Figure 28: Visuals for ExcellEnt's social media for overview of local entrepreneurial ecosystems



## TURKISH ENTREPRENEURIAL ECOSYSTEM OVERVIEW

2

In the **Global Innovation Index (GII)**, the country has the **37th rank** in the world in 2022 (WIPO, 2022), the highest in its history, and ranks **4th among the 36 upper-middle-income group economies**.

As of 2023, **Turkiye** is an **emerging innovator** in the European Innovation Scoreboard, with a performance of 47.6% (European Commission, 2023). Compared to the EU average, it has lower per capita income, but a **faster growing economy**.





Figure 29: Visuals for ExcellEnt's social media with values of local entrepreneurial ecosystems



## 5.2. Videos

A series of videos created to showcase the ExcellEnt Project's news, milestones, outcomes, and impacts, ensuring accessible and engaging content for stakeholders and the general public.

Figure 30: Screenshot of the video for ExcellEnt's social media promoting Pan-European Online Workshop



<https://www.linkedin.com/feed/update/urn:li:ugcPost:7200886516972171264/?actorCompanyId=962259>

27

Figure 31: Screenshot of the video for ExcellEnt's social media promoting the Irish Online Workshop



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entrepreneurship by boosting youth (self) employability and promoting  
a sharing resources culture

# ONLINE WORKSHOP

## Unlocking Entrepreneurial Potential in Ireland

**Date: May 28th**

**Time: 14:00 CET**



[https://www.linkedin.com/posts/excellenteu\\_entrepreneurship-innovation-ireland-activity-7199707934589681666-7fS8?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/excellenteu_entrepreneurship-innovation-ireland-activity-7199707934589681666-7fS8?utm_source=share&utm_medium=member_desktop)



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### 5.3. Presentations

Comprehensive and visually appealing presentations crafted to support the project's dissemination efforts. These presentations integrate clear messaging, impactful visuals, and evidence-based insights, aimed at effectively communicating the project's progress and results to various audiences.

Figure 32: Screenshot of the ExcellEnt Project's presentation



[https://docs.google.com/presentation/d/1T-3nnqildhScxgTz5\\_Aiz3kYKcheIn7B/edit#slide=id.p1](https://docs.google.com/presentation/d/1T-3nnqildhScxgTz5_Aiz3kYKcheIn7B/edit#slide=id.p1)

## 6. KPIs Overview

Communication activities are monitored according to a set of quantitative and qualitative success indicators. The evaluation of communication activities determines the degree to which the communication objectives have been reached, and the relationship between the outcomes and the efforts made to reach the goals. This analysis helps the project to better understand facilitators and barriers of a successful communication and will serve to refine the communication activities accordingly. Below are the KPIs established for the whole project cycle and the indicators that the communication strategy has achieved during 18 months of the project.

Table 7: Communication and Dissemination KPIs & Current Status

Outputs / KPI's	Target value	Measurement Unit	Current Status
Project visual identity & Website	1	-	+
Website users	1200	visitors	735
Activity and dissemination in ExcellEnt website	96	entries or publications	22
ExcellEnt Twitter followers	150	followers	15
Activity and dissemination in ExcellEnt Twitter	96	posts	36
ExcellEnt LinkedIn followers	500	followers	377
Activity and dissemination in ExcellEnt LinkedIn	96	posts	71
ExcellEnt Facebook followers	150	followers	90
Activity and dissemination in ExcellEnt Facebook	96	posts	39

International ExcellEnt e-newsletter	4	newsletters produced	1
Workshops	14	for all partners (25+ participants each)	9
Events organized by ExcellEnt	2	events	to be done in 2024-2025
Third party events attended by ExcellEnt consortium partners	50	external events	3
Communication with stakeholders for participation in events or calls	400	for all partners	to be done in 2024-2025

## 7. Next Steps: Progress in the Exploitation of the Results

In the following section, outlined the next steps for the ExcellEnt Project, detailing the strategies for promotion, the organization of events at various levels, and the specific goals of each activity. These efforts will culminate in a high-profile final event, celebrating the achievements of ExcellEnt and setting the stage for future innovations and collaborations in European entrepreneurship.

### Promotion and Outreach Activities

1. European Entrepreneurship Academy: Intensive promotion to raise awareness and engagement.
2. Social Media: Increase followers across platforms, with contributions from all partners.
3. Events: Organize and participate in events to disseminate project activities.
4. Country-Specific Promotions: Prepare promotional content tailored to individual countries.
5. Soft-Landing Mission Campaign: Launch a dedicated promo campaign.
6. Newsletters and Press Releases: Regular updates on progress and achievements.
7. Media Coverage: Collect media clippings showcasing project results.



## Event Categories

### a) External Events:

- Organized by external parties to spread the ExcellEnt project's activities and achievements.
- Focus on stakeholder engagement, feedback, and collaboration.

### b) Local Events:

- National consortia will host events to disseminate ExcellEnt activities locally.
- Aim to provide information, foster networking, and identify challenges.
- At least two local events per year plus a final sign-off event.

### c) European Events:

- Two major events to showcase EU entrepreneurial diversity and an immersive ecosystem discovery.
- Additional workshops and webinars for knowledge sharing.

### d) Third-Party Events:

- More actively participate in large start-up events and conferences like VivaTechnology, Slush, Web Summit.
- Leverage existing events to promote ExcellEnt activities.

### e) ExcellEnt Final Event:

- A major conference to celebrate entrepreneurship and project achievements.
- Extensive promotion, post-event newsletter, and success stories booklet to highlight outcomes.
- Focus on consolidating ecosystem relations and disseminating knowledge and tools.



The promotional activities via ExcellEnt Project's resources will be developed and implemented accordingly.

## 8. Conclusions

So far, the promotional strategy of the ExcellEnt project has focused mainly on the communication and dissemination of its goals, activities, and main results. As we enter the second half of the project, having generated significant outcomes, the Communication and Dissemination Plan must now incorporate an exploitation strategy that ensures the impact and sustainability of the knowledge and results produced, beyond the life of the project. The aims of this strategy are as follows:

- **Contributing to Current Debates:** Engaging in discussions on key topics within the European entrepreneurial landscape through policy documents, recommendations, and best practices.
- **Influencing Policy Developments:** Impacting internal policy changes in areas such as societal engagement in entrepreneurship, the development of open entrepreneurial practices, and the reform of entrepreneurial assessment. This will involve fostering high-level institutional uptake of recommendations and position papers.
- **Facilitating Uptake by the Entrepreneurial Community:** Ensuring that the project's results are widely disseminated through key multipliers in each entrepreneurial ecosystem, strengthening the human capital within ExcellEnt.
- **Responding to Societal Demands:** Addressing societal demands for engagement in entrepreneurship through the dissemination of results obtained in stakeholder engagement, including tools and recommendations.
- **Supporting Network Development:** Promoting the further development of entrepreneurial networks and joint projects arising from the project, as detailed in the Joint Entrepreneurship Action Plan.
- **Creating Synergies with Other Alliances:** Establishing synergies in the dissemination of results with other European University Alliances and initiatives.

- **Building Mutual Knowledge and Trust:** Enhancing mutual knowledge and trust among entrepreneurial communities at all levels.

## Annex 1 - Social Media Activities by Consortium Partners

### Bulgaria – GATE Institute: Summary of impressions

Table 8: Communication and Dissemination Activities by GATE Institute (Bulgaria)

Social Media	No of Followers	No of Posts	No of Impressions	Link
LinkedIn of GATE Institute	2.000	5	3.535	<a href="https://www.linkedin.com/company/gate-institute/">https://www.linkedin.com/company/gate-institute/</a>
Facebook of GATE Institute	1.200	5	879	<a href="https://www.facebook.com/GATECOE/">https://www.facebook.com/GATECOE/</a>
Denitsa Stoilova's personal profile on LinkedIn	1.401	16	4.060	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7082736674648002560/">https://www.linkedin.com/feed/update/urn:li:activity:7082736674648002560/</a>
Website of GATE Institute	N/A	2	N/A	<a href="https://gate-ai.eu/">https://gate-ai.eu/</a>
Newsletter by GATE Institute	N/A	1	N/A	<a href="https://4q1we.r.a.d.sendibm1.com/mk/mr/07dIHun4X5JjcE14qGtTGBeyeRgVFJBZLvOjFtgzwZgFtmQaL-hB1pibObTnw6lP5jH">https://4q1we.r.a.d.sendibm1.com/mk/mr/07dIHun4X5JjcE14qGtTGBeyeRgVFJBZLvOjFtgzwZgFtmQaL-hB1pibObTnw6lP5jH</a>

				<a href="#">MbBFqH-2hkHS1OGUESV30tk-FK0CrMjb2zNfRACHpKGCJMp_Hx99qVWHys5HrFaOQDA</a>
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Detailed report of GATE Institute's communication and dissemination activities – [link](#).

## France – Booster Labs & Creative Valley: Summary of impressions

Table 9: Communication and Dissemination Activities by Booster Labs & Creative Valley (France)

Social Media	No of Followers	No of Posts	No of Impressions	Link
LinkedIn of Booster Labs	212	5	990	<a href="https://www.linkedin.com/company/booster-labsgrowth/">https://www.linkedin.com/company/booster-labsgrowth/</a>
LinkedIn of Creative Valley	5.000	3	2.340	<a href="https://www.linkedin.com/company/creative-valley/">https://www.linkedin.com/company/creative-valley/</a>
Website of Booster Labs	N/A	1	N/A	<a href="https://booster-labs.com/">https://booster-labs.com/</a>
Website of Creative Valley	N/A	1	N/A	<a href="https://www.creative-valley.fr/copie-de-discover-our-programs">https://www.creative-valley.fr/copie-de-discover-our-programs</a>
Newsletter	154	1	154	N/A

Detailed report of communication and dissemination activities of Booster Labs and Creative Valley – [link](#).





## Greece – Institute of Entrepreneurship Development:

### Summary of impressions

Table 10: Communication and Dissemination Activities by iED (Greece)

Social Media	No of Followers	No of Posts	No of Impressions	
Website of iED	N/A	1	225	<a href="https://ied.eu/eu-programmes/ied-projects/project?id=2533">https://ied.eu/eu-programmes/ied-projects/project?id=2533</a>
Facebook of iED	11.000	15	31.044	<a href="https://www.facebook.com/ied.europe">https://www.facebook.com/ied.europe</a>
LinkedIn of iED	8.779	14	5.398	<a href="https://www.linkedin.com/company/iedeurope/">https://www.linkedin.com/company/iedeurope/</a>
Twitter (X) of iED	1.615	14	328	<a href="https://x.com/ied_europe">https://x.com/ied_europe</a>
Instagram of iED	1.822	6	780	<a href="https://www.instagram.com/ied.europe/">https://www.instagram.com/ied.europe/</a>
Newsletter	N/A	3	17.082	<a href="https://docontactpigeon.com/apps/en/stem/viewmail.html?gm_pid=1735602&amp;gm_nID=&amp;crd=webvisitor@example.com&amp;rdme=77711796&amp;">https://docontactpigeon.com/apps/en/stem/viewmail.html?gm_pid=1735602&amp;gm_nID=&amp;crd=webvisitor@example.com&amp;rdme=77711796&amp;</a>

Detailed report of communication and dissemination activities of IED – [link](#).

## Ireland – International Development Ireland: Summary of impressions

Table 11: Communication and Dissemination Activities by IDI (Ireland)

Social Media	No of Followers	No of Posts	No of Impressions	Link
LinkedIn of IDI	3.000	10	4.705	<a href="https://www.linkedin.com/company/international-development-ireland/">https://www.linkedin.com/company/international-development-ireland/</a>

Detailed report of communication and dissemination activities of IDI – [link](#).

## Turkiye – Sabanci University: Summary of impressions

Table 12: Communication and Dissemination Activities by Sabanci University (Türkiye)

Social Media	No of Followers	No of Posts	No of Impressions	Link
LinkedIn of Sabanci University / Turkan Yosun	111.000	9	1.522	<a href="https://www.linkedin.com/posts/excellent-entrepreneurship-business-activity-7193883880100130816-dGNi/?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/excellent-entrepreneurship-business-activity-7193883880100130816-dGNi/?utm_source=share&amp;utm_medium=member_desktop</a>

Twitter (X) of Sabanci University	40.700	2	1.086	<a href="https://x.com/sabanciu/status/1793634260265431129">https://x.com/sabanciu/status/1793634260265431129</a>
Newsletter by Sabanci University	N/A	2	11.000	<a href="https://gazetesu.sabanciuniv.edu/en/excellent-project-2nd-webinar-event">https://gazetesu.sabanciuniv.edu/en/excellent-project-2nd-webinar-event</a>

Detailed report of communication and dissemination activities of Sabanci University – [link](#).

## Ukraine – TechUkraine: Summary of impressions

Table 13: Communication and Dissemination Activities by TechUkraine (Ukraine)

Social Media	No of Followers	No of Posts	No of Impressions	Link
TechUkraine Website	35.000	5	5.600	<a href="https://techukraine.org/2023/05/05/excellent-project-go-live-announcement/">https://techukraine.org/2023/05/05/excellent-project-go-live-announcement/</a>
LinkedIn of TechUkraine	17.000	25	9.868	<a href="https://www.linkedin.com/company/techukraine/">https://www.linkedin.com/company/techukraine/</a>
Facebook of TechUkraine	5.000	10	1.321	<a href="https://www.facebook.com/techukraine">https://www.facebook.com/techukraine</a>
Newsletter	4.872	1	2.588	<a href="https://www.linkedin.com/pulse/newsletter-spring-2024-">https://www.linkedin.com/pulse/newsletter-spring-2024-</a>



				<a href="https://techukraine-bqdzf/?trackingId=B%2BPE9bM6TM6hrn8jbZh5LA%3D%3D">techukraine-bqdzf/?trackingId=B%2BPE9bM6TM6hrn8jbZh5LA%3D%3D</a>
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Detailed report of communication and dissemination activities of TechUkraine – [link](#).

