

# Final Communication and Dissemination Report – Deliverable D18

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

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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) and from June 8th, 2024 to 14 July, 2025 (Month 19 to Month 30)**. The report analyzes the tools and channels utilized during 30 months of ExcellEnt and contains a summary of the communications and dissemination actions carried out and an assessment of the impact, it follows the Communication and Dissemination Actions Report (Deliverable 16) developed in Month 6 of the project (July 2023) and Communication and Dissemination actions report – Interim Report (Deliverable 17). 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 18 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 and 17. 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 18 is structured according to communication and dissemination activities. In section 2 the communication and disseminations 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 the 12 months and throughout the project. In section 6 KPIs overview is given to



demonstrate planned activities and the results reached by the end of the project. In section 7 we provide summary.

## 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 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 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> </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>

Target group	Message	Content Example
	<ul style="list-style-type: none"> <li>Sharing best practices and strategies for scaling businesses.</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>
<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> </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> </ul>

Target group	Message	Content Example
	<ul style="list-style-type: none"> <li>Supporting student-led startups and projects.</li> </ul>	<ul style="list-style-type: none"> <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> <li>Facilitating collaboration between researchers and entrepreneurs.</li> <li>Showcasing groundbreaking research with commercial potential.</li> </ul>	<ul style="list-style-type: none"> <li>Stories of successful technology transfer and commercialization.</li> <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> </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> </ul>

Target group	Message	Content Example
	<ul style="list-style-type: none"> <li>Encouraging community support for local startups and entrepreneurs.</li> </ul>	<ul style="list-style-type: none"> <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:

- Regular Communication:** Establishing regular meetings and communication channels among consortium members to share progress, challenges, and best practices.
- Local Ambassadors:** Appointing local ambassadors who can represent the ExcellEnt project, provide information, and facilitate connections within their regions.
- 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 in Months 1-18. In the last reporting period M19-30 ExcellEnt consortium partners organized 2 startup training workshops and 1 ecosystem builders workshops per each of 6 ecosystems ecosystem, 18 in total, as well as Soft-landing missions with a minimum of 4 events per each ecosystem. 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

## 4.1. Dissemination Activities

### 4.1.1. Conferences

The ExcellEnt consortium was represented in large start-up events such as [VivaTechnology](#) in Paris, France (June 11-14, 2025), [Slush](#) 2024 in Helsinki, Finland (Nov 19-21, 2024), [EIT Deep Tech event](#) in Paris, France (January 30, 2025), [Innovent Forum 2025](#) in Larissa, Greece, (February 14-15, 2025), [European Digital Innovation Days in Research](#), Stara Zagora, Bulgaria (March 5, 2025) and others. 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, held a day prior to The ExcellEnt Final Conference at Spinoff Europe 2025, organized by UNISOFIA in Sofia, Bulgaria, served as the consortium's closing milestone, with GATE Institute hosting a powerful culmination of shared achievements. With over 300 participants, the event celebrated the launch of the VELES Excellence Hub and convened ecosystem leaders across Europe for panels on science-based entrepreneurship and cross-border collaboration. It marked both a reflection on impact and a springboard for future cooperation across EU innovation ecosystems.



Figure 3: Photo of the ExcellEnt Final Conference at Spinoff Europe 2025, June 19-20, 2024 / Sofia, Bulgaria



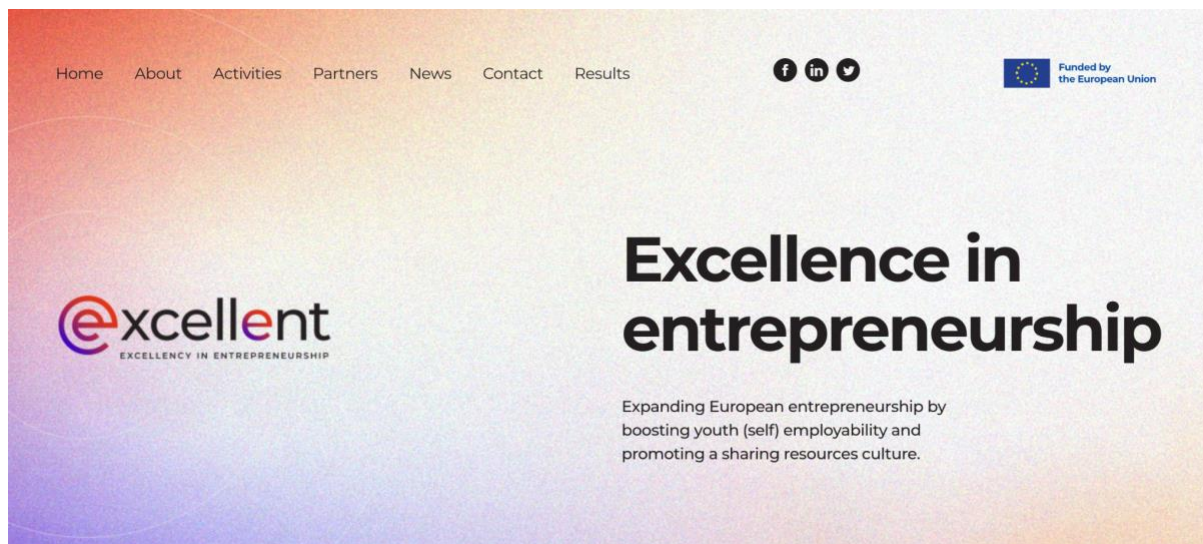
Through these meetings, the ExcellEnt project fosters collaboration, exchanges ideas, and promotes mutual learning among its consortium members.

## 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 4: Screenshot of the landing page



Over the course of the project, the ExcellEnt website proved to be a vital communication asset, attracting more than 6K unique users, with over 5,300 coming in the last reporting period, and facilitating over 40000 meaningful interactions, with 34,000 in the last M19-30 period, highlighting the cumulative effect and increasing interest to the project among wide audiences. As the central point for storytelling, announcements, and calls to action, the site maintained a consistent flow of engagement throughout the year. Users spent an average of 52 seconds per session on the site – an encouraging indicator of content relevance and audience interest. With an average of 1.9 events triggered per session, visitors didn't just glance at the content but interacted with it, signaling an active and intentional user experience.

Certain pages stood out as high-traffic entry points, drawing over 2,000 views each. These were often tied to key project moments such as soft-landing missions, open calls, or educational program launches. Their performance highlights how the website was strategically synchronized with the broader project timeline and communication campaigns.

The majority of users came to the website organically or directly, with LinkedIn emerging as a strong referral source – sending over 1,000 users to the site. This synergy between platforms confirmed the effectiveness of integrated communications, with LinkedIn content not only driving traffic but also generating sustained



interest once visitors arrived. Google Search also played a notable role, bringing in over 800 users, which demonstrates that the site maintained good visibility even without paid promotions.

While most visitors were new, repeat traffic spiked around milestone announcements, reflecting the loyalty of a core audience. Geographically, the site reached its intended European ecosystem but also extended beyond, with visitor clusters forming in innovation hubs like Amsterdam, Dublin, Sofia, Istanbul, and even further afield in New York and Helsinki. This global interest underscored the project's expanding relevance and the cross-border resonance of its core messages.

Altogether, the ExcellEnt website served not just as a repository of project outputs but as an engaging and evolving platform that supported the community-building goals of the initiative. Through thoughtful content design, timely updates, and seamless integration with other channels, it fulfilled its role as a credible, trusted, and mission-aligned digital space.

Figure 5: Reports snapshot of Excellent website analytics

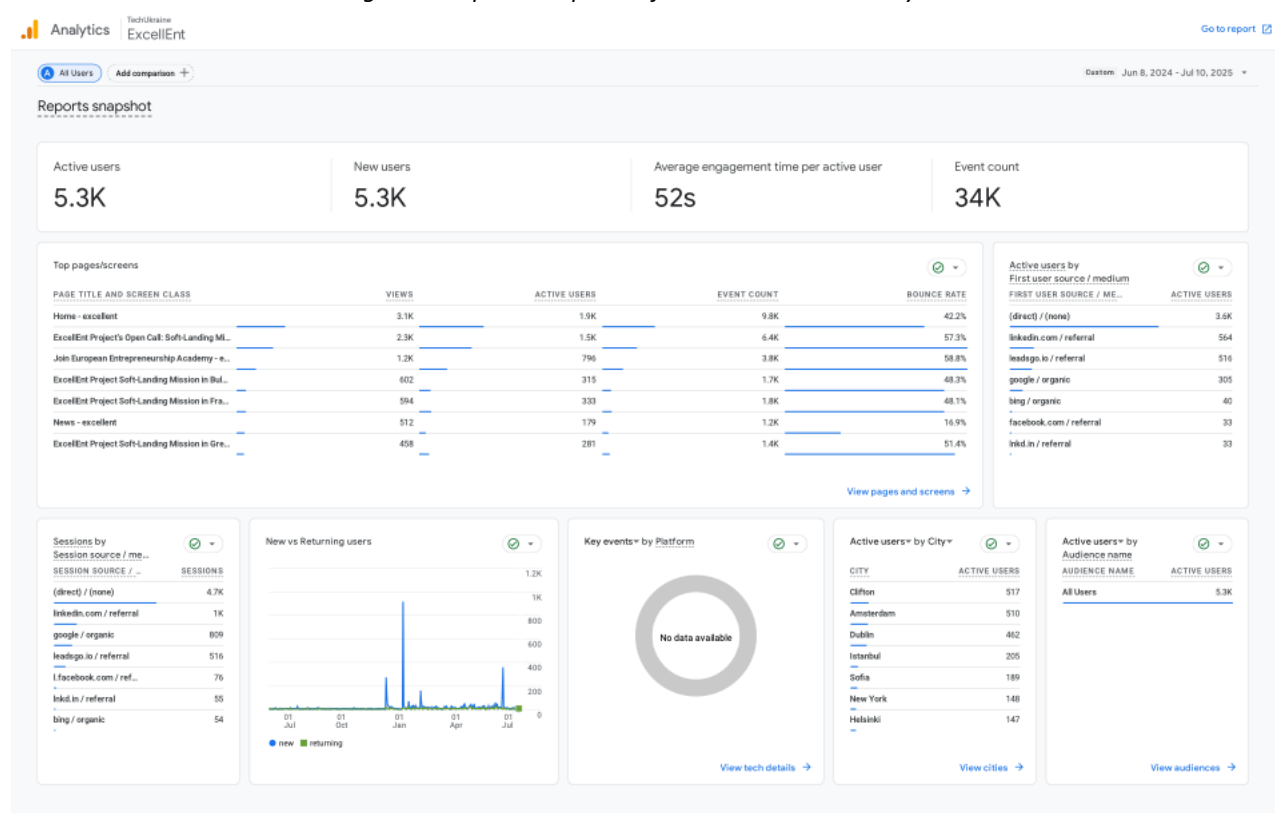
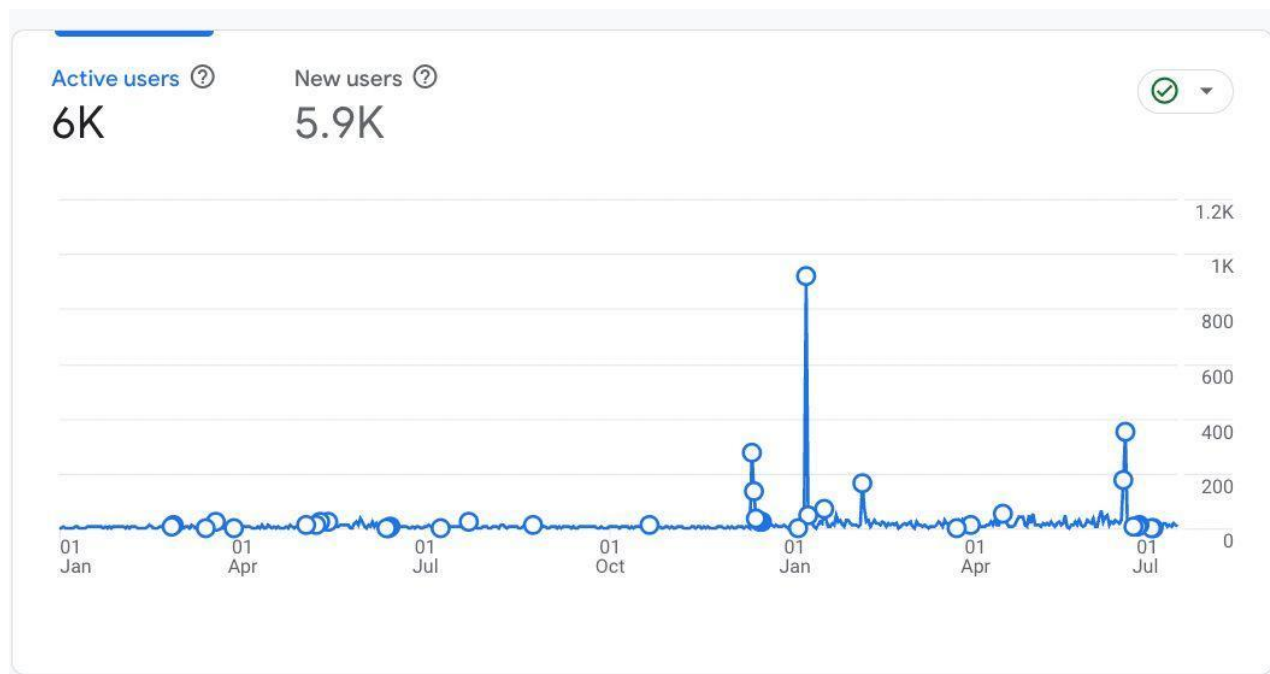


Figure 6: Single website user visits



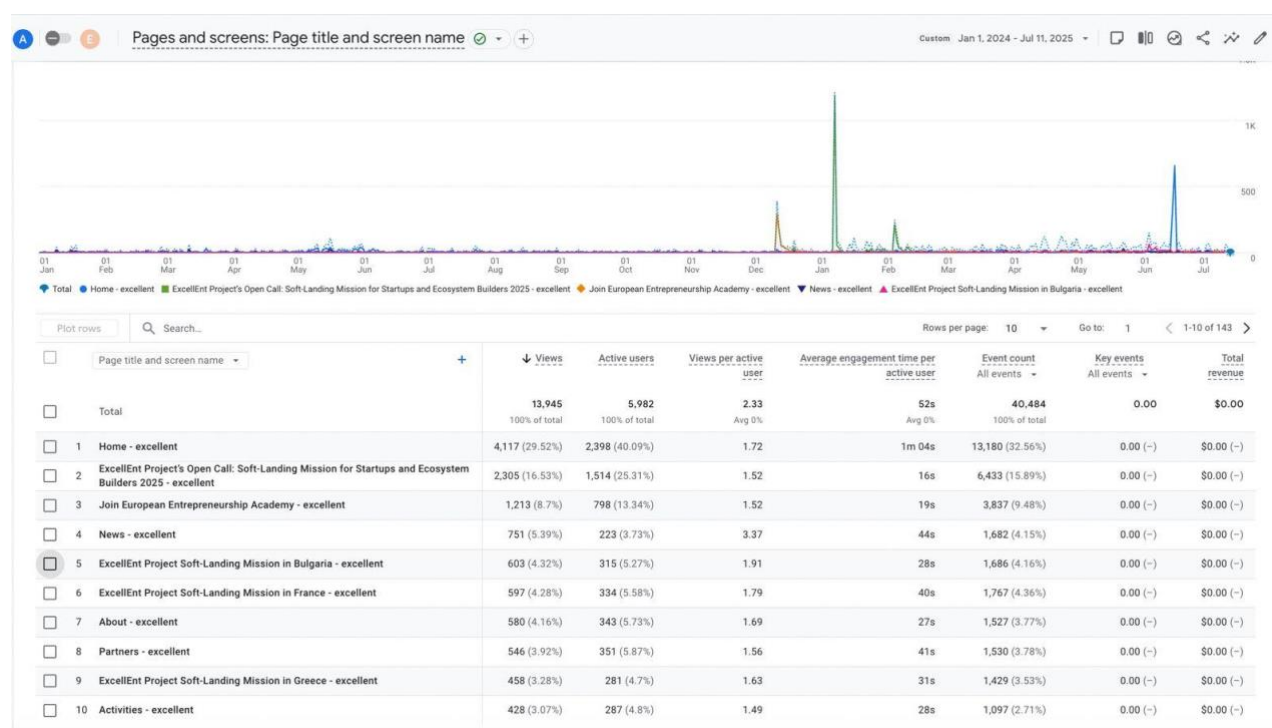
The website performance data illustrates a well-utilized platform, where content related to open calls, entrepreneurship opportunities, and event updates consistently drew high interest. The homepage was, unsurprisingly, the most visited entry point, with nearly 14,000 views and over 5,900 active users. However, the standout content came from strategically timed blog articles. One such page – featuring the open call for the Soft-Landing Mission – attracted over 4,000 views and demonstrated sustained interest with an average engagement time of more than one minute. Similarly, announcements such as the launch of the European Entrepreneurship Academy and the Bulgaria and France missions brought in significant traffic, each exceeding 500-2,000 views with engagement levels that suggest users read the articles thoroughly rather than quickly skimming them.

News posts and the About section maintained a reliable level of engagement, with the former recording more than 700 views and the latter over 500, each demonstrating that visitors explored not only fresh updates but also background and structural details of the project. Some pages, including national mission recaps and institutional pages, even exceeded 1.9 views per user – indicating users were returning to these pages multiple times. Altogether, the site data confirms that visitors were both diverse and genuinely invested, with spikes in visits clearly linked to program announcements and community-driven updates. The

ExcellEnt website was not just an information repository – it served as a destination for timely insights and repeated exploration.

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 7: Page views and activity peaks at the website



The ExcellEnt project website attracted visitors from across the globe, reflecting the initiative's broad international relevance and the strength of its outreach. As was mentioned, nearly 6,000 unique users visited the site over the reporting period, with more than 40,000 events recorded – demonstrating active exploration and interaction with the site's content.

The United States accounted for the largest share of users, with over 1,200 visitors and the highest overall engagement time. While American users made up just over a fifth of total traffic, their average engagement time of nearly 1 minute 40 seconds indicates meaningful interest in the project's outputs. The Netherlands

and Ireland followed, contributing steady traffic but with notably shorter engagement times, likely pointing to quick reference or landing-page visits.

Crucially, countries with direct project involvement – such as Türkiye, Ukraine, Greece, and France – displayed both strong user numbers and high engagement rates. Türkiye, for instance, stood out with the highest engagement rate of 52.85%, and an average engagement time exceeding one minute. Ukrainian users also interacted deeply with the content, averaging over 1 minute and demonstrating high levels of return engagement, especially during campaign peaks. Greece recorded the most engaged sessions per active user (1.37), further underscoring the platform’s role as a reference point for those directly participating in activities or events.

This distribution highlights not only the geographic reach of the project but also the depth of interaction in strategic regions. European innovation hubs like Amsterdam, Kyiv, Sofia, and Lisbon emerged as key sources of traffic, suggesting that the ExcellEnt website successfully resonated with professionals involved in innovation, education, and ecosystem development – precisely the audience it set out to engage.

Figure 8: Demography of visits at the website

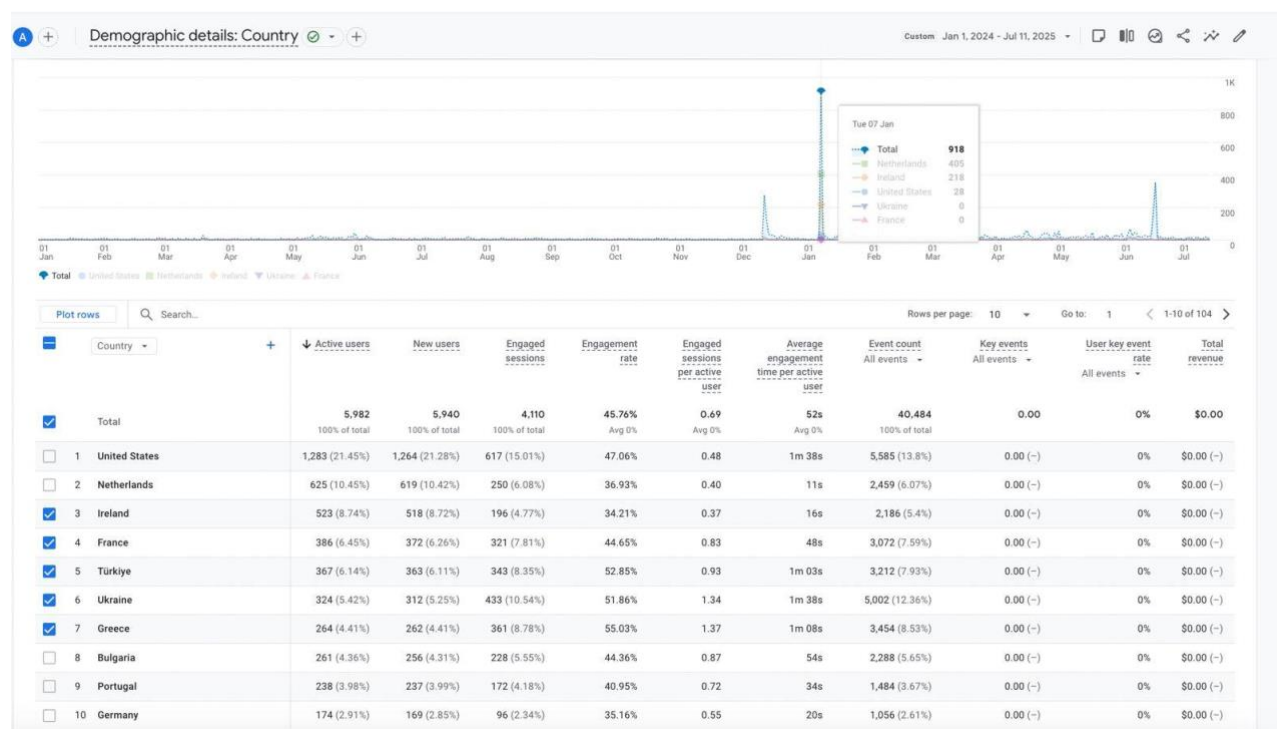
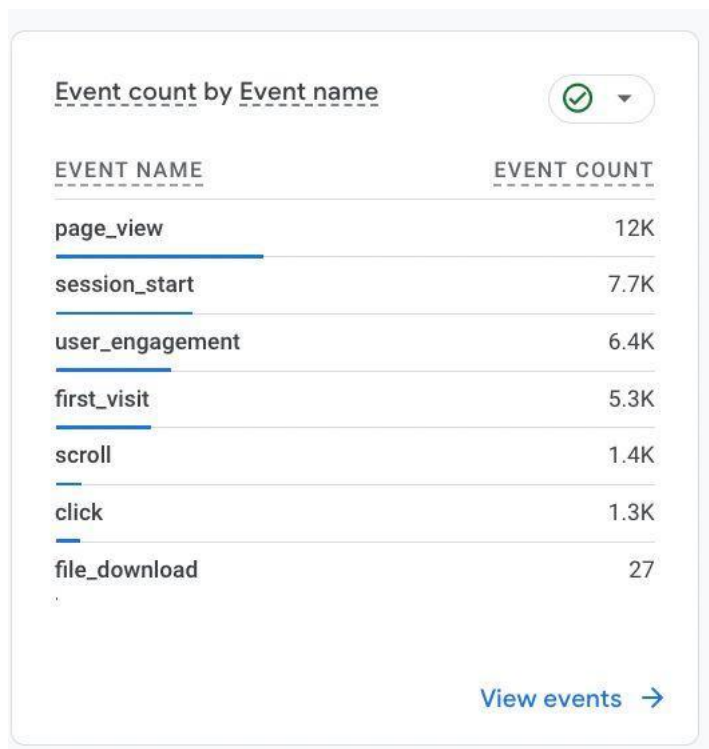


Figure 9: User behavior on the website



The event activity on the website reveals a healthy level of user engagement, confirming that visitors not only arrived but interacted meaningfully with the content. Over 12,000 page views reflect strong interest across various sections, while 7,700 session starts indicate repeated and organic traffic patterns. The fact that more than 5,300 of these sessions were first-time visits shows the project’s continued ability to attract new audiences over time.

Most notably, the site registered over 6,400 engagement events—suggesting users stayed long enough and interacted deeply with the content, far beyond passive scrolling. Scrolls and clicks, each exceeding 1,000 actions, further illustrate that users explored content thoroughly and moved between sections rather than bouncing off single pages. Even though the file download number is modest (27 events), it still reflects targeted and purposeful interactions—likely tied to key deliverables or toolkits.

Taken together, these figures paint a picture of an active digital platform that successfully drew in, retained, and engaged visitors with relevant and accessible content.

In total, 34 news, blogs and articles were published at the official website of Excellent Project during the period M1-M30. With 15 posts under the [resources](#) tab and 12 website pages that will total to 61 overall publications on the website.

Table 3: Dissemination log of activities on the website

Activity on ExcellEnt Website			Impact					
Activity Reference	Date	Description	Outreach		Engagement		Geographical Reach	Link
EXL020	28-Jun-24	Consortium Partners Meeting in Paris: A Recap of the ExcellEnt Project Event	7	Website traffic	3	No of views	EU	<a href="https://excell-ent.eu/news/consortium-partners-meeting-in-paris/">https://excell-ent.eu/news/consortium-partners-meeting-in-paris/</a>
EXL021	5-Nov-24	Join European Entrepreneurship Academy	1200	Website traffic	3,836	No of views	EU	<a href="https://excell-ent.eu/blog/join-european-entrepreneurship-academy/">https://excell-ent.eu/blog/join-european-entrepreneurship-academy/</a>
EXL0022	16-Dec-24	ExcellEnt Project's Open Call: Soft-Landing Mission for Startups and Ecosystem Builders 2025	2,305	Website traffic	6,464	No of views	EU	<a href="https://excell-ent.eu/blog/blog_articles/excellent-projects-open-call-soft-landing-mission-for-startups-and-ecosystem-builders-2025/">https://excell-ent.eu/blog/blog_articles/excellent-projects-open-call-soft-landing-mission-for-startups-and-ecosystem-builders-2025/</a>
EXL023	14-Jan-25	ExcellEnt Project Soft-Landing Mission in Greece	457	Website traffic	1,431	No of views	EU	<a href="https://excell-ent.eu/uncategorized/excellent-project-soft-landing-mission-in-greece/">https://excell-ent.eu/uncategorized/excellent-project-soft-landing-mission-in-greece/</a>
EXL024	12-Feb-25	ExcellEnt Project Soft-Landing Mission in Türkiye	297	Website traffic	776	No of views	EU	<a href="https://excell-ent.eu/blog/excellent-project-soft-landing-mission-in-turkiye/">https://excell-ent.eu/blog/excellent-project-soft-landing-mission-in-turkiye/</a>
EXL025	14-Feb-25	ExcellEnt Project Soft-Landing Mission in France	594	Website traffic	1,796	No of views	EU	<a href="https://excell-ent.eu/blog/excellent-project-soft-landing-mission-in-france/">https://excell-ent.eu/blog/excellent-project-soft-landing-mission-in-france/</a>
EXL026	24-Mar-25	ExcellEnt Project Soft-Landing Mission in Ireland	417	Website traffic	1,169	No of views	EU	<a href="https://excell-ent.eu/blog/excellent-project-soft-landing-mission-in-ireland/">https://excell-ent.eu/blog/excellent-project-soft-landing-mission-in-ireland/</a>
EXL027	26-Mar-25	ExcellEnt Project Soft-Landing Mission in Bulgaria	601	Website traffic	1,702	No of views	EU	<a href="https://excell-ent.eu/blog/excellent-project-soft-landing-mission-in-bulgaria/">https://excell-ent.eu/blog/excellent-project-soft-landing-mission-in-bulgaria/</a>
EXL028	30-Mar-25	ExcellEnt Project Soft-Landing Mission in Ukraine	97	Website traffic	240	No of views	EU	<a href="https://excell-ent.eu/news/excellent-project-soft-landing-mission-in-ukraine/">https://excell-ent.eu/news/excellent-project-soft-landing-mission-in-ukraine/</a>
EXL029	22-May-25	Soft-Landing Mission to Türkiye: Firsthand	46	Website traffic	120	No of views	EU	<a href="https://excell-ent.eu/news/soft-landing-mission-to-turkiye-firsthand-">https://excell-ent.eu/news/soft-landing-mission-to-turkiye-firsthand-</a>

		Experience of a Fast-Growing Tech Ecosystem						<a href="#">experience-of-a-fast-growing-tech-ecosystem/</a>
EXL030	16-Jun-25	Ireland Soft-Landing Mission: From Dublin, with Lessons: A Story of Trust, Patience, and Purpose in Innovation	15	Website traffic	33	No of views	EU	<a href="https://excell-ent.eu/news/from-dublin-with-lessons-a-story-of-trust-patience-and-purpose-in-innovation/">https://excell-ent.eu/news/from-dublin-with-lessons-a-story-of-trust-patience-and-purpose-in-innovation/</a>
EXL031	16-Jun-25	Greece Soft-Landing Mission: Larissa - A Gateway to Greece's Entrepreneurial Core	9	Website traffic	21	No of views	EU	<a href="https://excell-ent.eu/news/greece-soft-landing-mission-soft-landing-in-larissa-a-gateway-to-greeces-entrepreneurial-core/">https://excell-ent.eu/news/greece-soft-landing-mission-soft-landing-in-larissa-a-gateway-to-greeces-entrepreneurial-core/</a>
EXL032	9-Jul-25	Soft-Landing in Paris: Where Global Ambitions Meet European Opportunity	10	Website traffic	24	No of views	EU	<a href="https://excell-ent.eu/news/soft-landing-in-paris-where-global-ambitions-meet-european-opportunity/">https://excell-ent.eu/news/soft-landing-in-paris-where-global-ambitions-meet-european-opportunity/</a>
EXL033	10-Jul-25	Soft-Landing in Sofia – Where AI Meets Ecosystem Collaboration	1	Website traffic	1	No of views	EU	<a href="https://excell-ent.eu/uncategorized/soft-landing-in-sofia-where-ai-meets-ecosystem-collaboration/">https://excell-ent.eu/uncategorized/soft-landing-in-sofia-where-ai-meets-ecosystem-collaboration/</a>
EXL034	10-Jul-25	Horizon Europe ExcellEnt Project Wraps Up: Supporting the Next Generation of European Entrepreneurs	1	Website traffic	2	No of views	EU	<a href="https://excell-ent.eu/uncategorized/horizon-europe-excellent-project-wraps-up-supporting-the-next-generation-of-european-entrepreneurs/">https://excell-ent.eu/uncategorized/horizon-europe-excellent-project-wraps-up-supporting-the-next-generation-of-european-entrepreneurs/</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. 77 tweets have been published on ExcellEnt with over 5000 views and reach over 1,600 users.



- Facebook (<https://www.facebook.com/excellenteu/>): It has 117 followers. 90 posts were published with over 5000 views, 7000 impressions and reach over 2,700 users.
- LinkedIn (<https://www.linkedin.com/company/excellenteu/>): It has 651 followers and 152 posts and reposts with almost 40000 impressions.

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

Figure 10: 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 77 tweets, the project channel reached over 5000



views and over 1,600 users through the lifetime of the project, with 700 impressions for the last reporting period.

This graph illustrates the daily number of impressions received by the Twitter account over a one-year period. The activity appears relatively consistent with occasional spikes, indicating the impact of specific posts or campaigns. Notably, there were major peaks in early December, mid-January, and early July, suggesting successful content or amplified engagement during these periods. The data highlights the account's growing visibility and underscores the value of sustained posting combined with high-impact content strategies.

Figure 11 Twitter Account Impressions Overview (July 14, 2024 – July 9, 2025)

#### Account overview

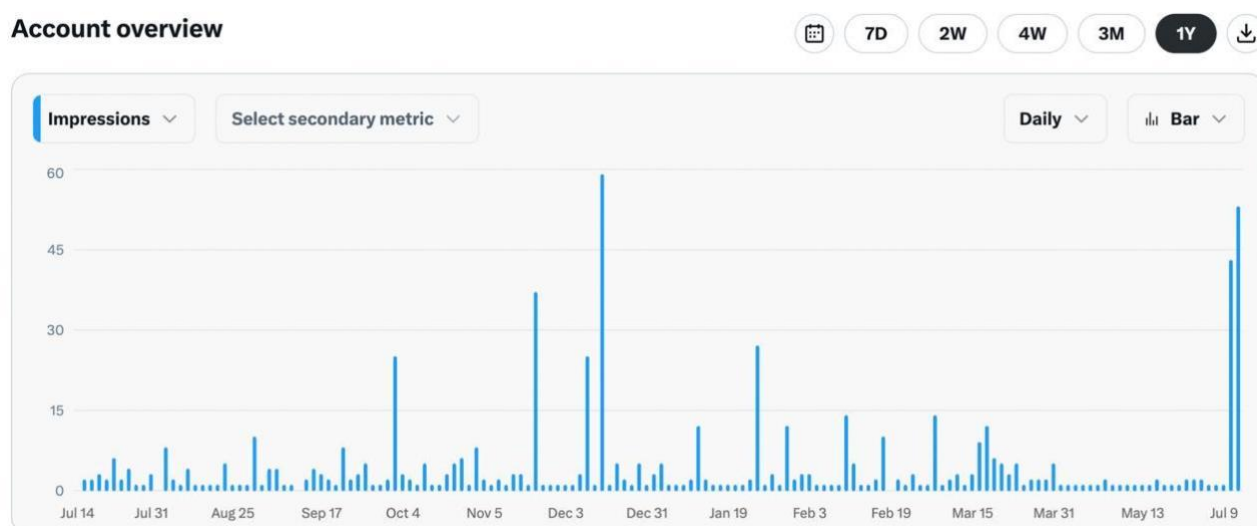


Table 4: Dissemination Log of Activities on Twitter

Activity on TWITTER			Impact			Evidence
Activity Reference	Date	Description	Outreach  Post impressions	Engage ment  likes, comme nts, shares	Geographic al Reach	Link

EXLTW077	11-Jul-25	The ExcellEnt Project concludes— but the journey of empowering Europe’s entrepreneurial ecosystems continues	9		EU	<a href="https://x.com/excellent_eu/status/1943687356617302054">https://x.com/excellent_eu/status/1943687356617302054</a>
EXLTW076	11-Jul-25	The ExcellEnt Soft-Landing Mission to Paris, held alongside VivaTech 2025, brought together 45 startups	8		EU	<a href="https://x.com/excellent_eu/status/1943687189755261041">https://x.com/excellent_eu/status/1943687189755261041</a>
EXLTW075	11-Jul-25	Just back from Sofia, Bulgaria, where our ExcellEnt soft-landing mission brought together AI innovators, ecosystem builders, and bold thinkers from across Europe!	9		EU	<a href="https://x.com/excellent_eu/status/1943686673851703764">https://x.com/excellent_eu/status/1943686673851703764</a>
EXLTW074	11-Jul-25	Boosting Innovation Across Europe’s Ecosystems The Horizon Europe-funded EXCELLENT project hosted a series of workshops in Greece, Ukraine, Turkey, and Bulgaria	21		EU	<a href="https://x.com/excellent_eu/status/1943686385241608327">https://x.com/excellent_eu/status/1943686385241608327</a>
EXLTW073	11-Jul-25	From Dublin with Lessons: Trust, Patience & Purpose in Innovation What does it take to build a resilient innovation ecosystem?	15		EU	<a href="https://x.com/excellent_eu/status/1943686127010873637">https://x.com/excellent_eu/status/1943686127010873637</a>
EXLTW072	11-Jul-25	Exploring Innovation in Türkiye – A Mission Under the ExcellEnt Program	11		EU	<a href="https://x.com/excellent_eu/status/1943684980355240253">https://x.com/excellent_eu/status/1943684980355240253</a>
EXLTW071	11-Jul-25	What Makes a Startup Thrive? We Asked 60+ Founders Across Europe. The ExcellEnt project gathered inspiring stories from entrepreneurs in 6 countries.	15		EU	<a href="https://x.com/excellent_eu/status/1943684155599953997">https://x.com/excellent_eu/status/1943684155599953997</a>
EXLTW070	18-Mar-25	Join the ExcellEnt Project Soft-Landing Mission to Istanbul on May 5-6, 2025, organized by @sabanciu	44		EU	<a href="https://x.com/excellent_eu/status/1902025273014468653">https://x.com/excellent_eu/status/1902025273014468653</a>



EXLTW069	11-Mar-25	Reminder: Deadline for Applications – March 15! Open Call: ExcellEnt Soft-Landing Mission in France	10		EU	<a href="https://x.com/excellent_eu/status/1899433543417143559">https://x.com/excellent_eu/status/1899433543417143559</a>
EXLTW068	27-Feb-25	Open Call: #ExcellEnt Soft-Landing Mission in #France by March 15, 2025!	16	0	EU	<a href="https://x.com/excellent_eu/status/1895061877291471240">https://x.com/excellent_eu/status/1895061877291471240</a>
EXLTW067	18-Feb-25	This weekend marked the start of the Excellent soft-landing mission to Larissa, Greece	5		EU	<a href="https://x.com/excellent_eu/status/1891757524556091735">https://x.com/excellent_eu/status/1891757524556091735</a>
EXLTW066	14-Feb-25	Join the EU-funded ExcellEnt Project for an exclusive Soft-Landing Mission in Paris (June 11-13, 2025)	5		EU	<a href="https://x.com/excellent_eu/status/1890359160820117886">https://x.com/excellent_eu/status/1890359160820117886</a>
EXLTW065	12-Feb-25	ExcellEnt project soft-landing mission to Turkey: a gateway to innovation and market expansion	10		EU	<a href="https://x.com/excellent_eu/status/1889579187880477015">https://x.com/excellent_eu/status/1889579187880477015</a>
EXLTW064	31-Jan-25	#ExcellEnt soft-landing missions in Greece, Türkiye, Bulgaria, France, Ireland, and Ukraine are designed to help entrepreneurs navigate change, adapt, and seize new possibilities	17		EU	<a href="https://x.com/excellent_eu/status/1885356272981033229">https://x.com/excellent_eu/status/1885356272981033229</a>
EXLTW063	24-Jan-25	Don't miss your chance to participate in the ExcellEnt Project's Soft-Landing Missions in: Larissa (Greece), Sofia (Bulgaria), Paris (France), Kyiv (Ukraine), Dublin (Ireland), Istanbul (Türkiye)	39	0	EU	<a href="https://x.com/excellent_eu/status/1882795016080552248">https://x.com/excellent_eu/status/1882795016080552248</a>
EXLTW062	14-Jan-25	From February 14–15, 2025, join ExcellEnt project Soft Landing Mission in Larissa, Greece	25		EU	<a href="https://x.com/excellent_eu/status/1879086005330022449">https://x.com/excellent_eu/status/1879086005330022449</a>
EXLTW061	8-Jan-25	Open Call for ExcellEnt Soft-Landing Missions in Greece,	6	0	EU	<a href="https://x.com/excellent_eu/status/1876951083827785944">https://x.com/excellent_eu/status/1876951083827785944</a>



		Ireland, France, Bulgaria, Türkiye, and Ukraine is Ongoing!				
EXLTW060	30-Dec-24	Thank you, 2024.	10		EU	<a href="https://x.com/excellent_eu/status/1873729027120488721">https://x.com/excellent_eu/status/1873729027120488721</a>
EXLTW059	23-Dec-24	ExcellEnt Holidays and Happy 2025!	5	0	EU	<a href="https://x.com/excellent_eu/status/1871107399530250368">https://x.com/excellent_eu/status/1871107399530250368</a>
EXLTW058	10-Dec-24	HER Fund training program	5		EU	<a href="https://x.com/excellent_eu/status/1866420188130021822">https://x.com/excellent_eu/status/1866420188130021822</a>
EXLTW057	29-Nov-24	Meet Valentyn Frechka from Ukraine, the visionary founder of Releaf Paper, the world's first producer of pulp and paper from fallen leaves	68		EU	<a href="https://x.com/excellent_eu/status/1862461258768728279">https://x.com/excellent_eu/status/1862461258768728279</a>
EXLTW056	15-Nov-24	We loved the thought of Gary Vaynerchuk. Inviting you to join the European Entrepreneurship Academy:	7	0	EU	<a href="https://x.com/excellent_eu/status/1857410395767529496">https://x.com/excellent_eu/status/1857410395767529496</a>
EXLTW055	4-Nov-24	Success Story: Panagiotis Papadimitroulas, BIOEMTECH	9		EU	<a href="https://x.com/excellent_eu/status/1853424839589023902">https://x.com/excellent_eu/status/1853424839589023902</a>
EXLTW054	16-Oct-24	European Entrepreneurship Academy membership has surpassed 100! This significant milestone not only reflects #EEA growth but also highlights the strength of our #ExcellEntProject community.	7		EU	<a href="https://x.com/excellent_eu/status/1846563066470674810">https://x.com/excellent_eu/status/1846563066470674810</a>
EXLTW053	8-Oct-24	EIC Tech to Market Business idea Validation bootcamp	6		EU	<a href="https://x.com/excellent_eu/status/1843550077610262740">https://x.com/excellent_eu/status/1843550077610262740</a>
EXLTW052	7-Oct-24	S3E Reverse Brokerage event	7	0	EU	<a href="https://x.com/excellent_eu/status/1843286427456696634">https://x.com/excellent_eu/status/1843286427456696634</a>

EXLTW051	3-Oct-24	Today, we spotlight entrepreneurial journey of Valerii Iakovenko, co-founder & CEO of @drone_ua and @Farm_Fleet_	27		EU	<a href="https://x.com/excellent_eu/status/1841763425543712915">https://x.com/excellent_eu/status/1841763425543712915</a>
EXLTW050	26-Sep-24	Watch a step-by-step video tutorial: How to register at the European Entrepreneurial Academy and Share your resources	4		EU	<a href="https://x.com/excellent_eu/status/1839255229881078006">https://x.com/excellent_eu/status/1839255229881078006</a>
EXLTW049	20-Sep-24	Are you ready to take your business to the next level?	9		EU	<a href="https://x.com/excellent_eu/status/1837136253088641335">https://x.com/excellent_eu/status/1837136253088641335</a>
EXLTW048	16-Sep-24	Today, we're spotlighting an entrepreneurial journey of Petros Soukoulis	10		EU	<a href="https://x.com/excellent_eu/status/1835569180680098254">https://x.com/excellent_eu/status/1835569180680098254</a>
EXLTW047	9-Sep-24	Highlighting the inspiring entrepreneurial journey of Dimitris Iakovakis, PhD, a dedicated researcher from Greece, co-founder at Koios Care	9		EU	<a href="https://x.com/excellent_eu/status/1833036349038829947">https://x.com/excellent_eu/status/1833036349038829947</a>
EXLTW046	5-Sep-24	What's your reason to start a business?	13		EU	<a href="https://x.com/excellent_eu/status/1831659287933808747">https://x.com/excellent_eu/status/1831659287933808747</a>
EXLTW045	23-Aug-24	This week is marked by World Entrepreneurs Day, a global event established by the United Nations in 2010.	5		EU	<a href="https://x.com/excellent_eu/status/1826960779720966486">https://x.com/excellent_eu/status/1826960779720966486</a>
EXLTW044	9-Aug-24	A summer dose of inspiration for current and future entrepreneurs	6		EU	<a href="https://x.com/excellent_eu/status/1821845002181603366">https://x.com/excellent_eu/status/1821845002181603366</a>
EXLTW043	22-Jul-24	At ExcellEnt Project, we are inspired by stories of entrepreneurs who turn their passion into successful ventures.	19		EU	<a href="https://x.com/excellent_eu/status/1815332710895714582">https://x.com/excellent_eu/status/1815332710895714582</a>

EXLTW042	18-Jul-24	From 18 to 20 November 2024 in Budapest will take place The 2024 SME Assembly	24		EU	<a href="https://x.com/excellent_eu/status/1813950906960154637">https://x.com/excellent_eu/status/1813950906960154637</a>
EXLTW041	8-Jul-24	A great tool for matchmaking and interconnections among European regions!	13		EU	<a href="https://x.com/excellent_eu/status/1810299799133884426">https://x.com/excellent_eu/status/1810299799133884426</a>
EXLTW040	4-Jul-24	Today we share insights of the entrepreneurial success Declan Murphy, the visionary CEO	15		EU	<a href="https://x.com/excellent_eu/status/1808812598143381768">https://x.com/excellent_eu/status/1808812598143381768</a>
EXLTW039	28-Jun-24	On June 26-27, 2024, Paris hosted an important gathering of consortium partners for the ExcellEnt Project.	14		EU	<a href="https://x.com/excellent_eu/status/1806628904934748188">https://x.com/excellent_eu/status/1806628904934748188</a>
EXLTW038	24-Jun-24	Taking action makes a difference.	9		EU	<a href="https://x.com/excellent_eu/status/1805228325775851694">https://x.com/excellent_eu/status/1805228325775851694</a>
EXLTW037	12-Jun-24	#ExcellEnt Project has discovered a secret sauce of excellent entrepreneurship in Bulgaria, France, Greece, Ireland, Turkiye, and Ukraine. Take a look at top three ingredients for success in each country - do you agree? What would you add	19		EU	<a href="https://x.com/excellent_eu/status/1800903161244463423">https://x.com/excellent_eu/status/1800903161244463423</a>



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

Between October 1, 2024, and July 11, 2025, the Facebook page demonstrated steady and positive engagement trends. Over this period, the page accumulated 5,009 views and reached 1,634 unique users, reflecting a 36.9% increase in reach. The overall content interactions rose by 15.4%, totaling 142 engagements, showing that audiences actively engaged with the material. Notably, link clicks surged by 300%, reaching 40, which indicates growing interest in the content and further exploration by users. The spikes in engagement throughout the timeline highlight successful content moments, likely driven by targeted campaigns or high-performing posts.

Figure 12: Activities at ExcellEnt's Facebook

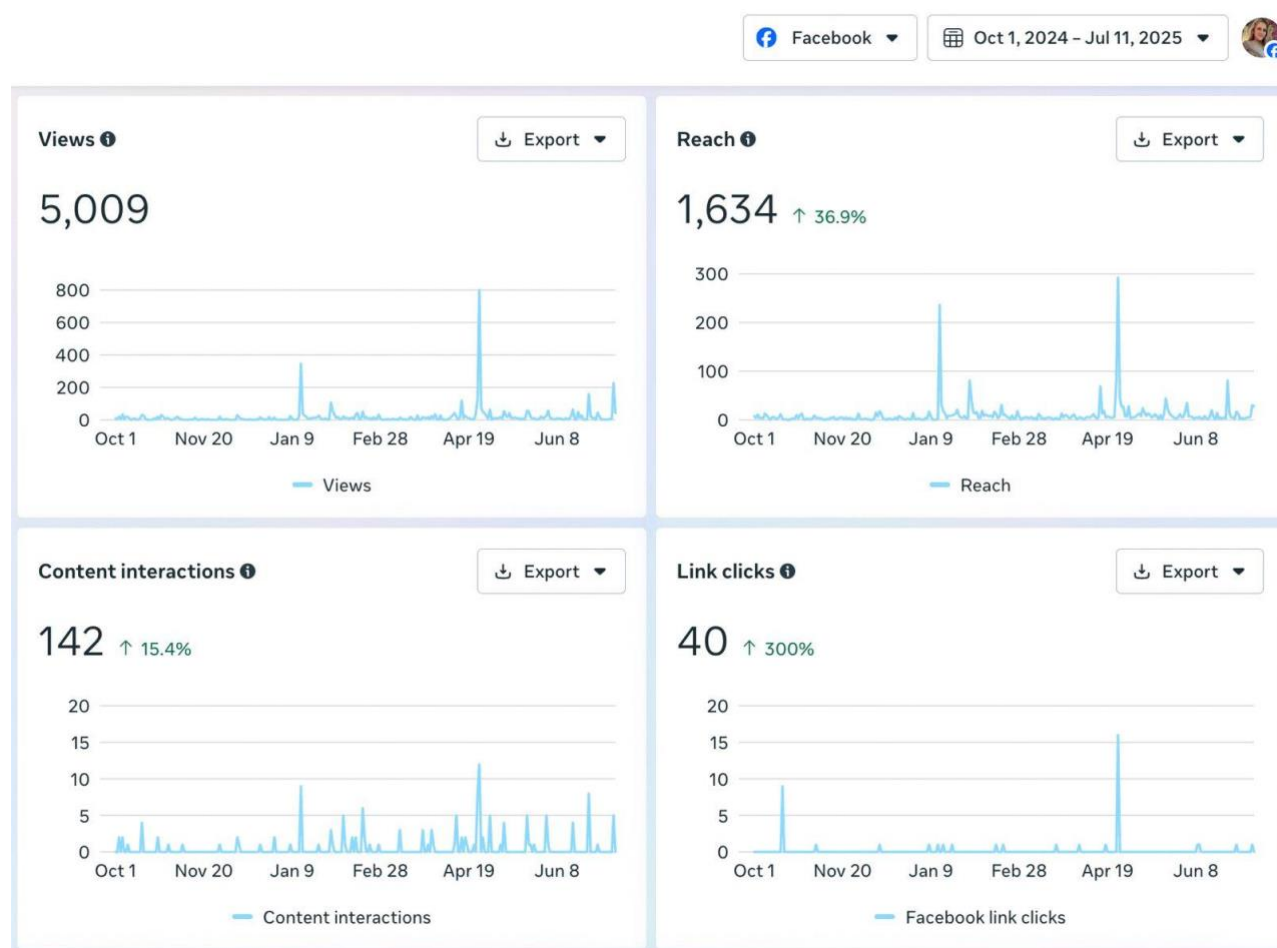


Table 5: Dissemination Log of Activities on Facebook

Activity on FACEBOOK			Impact			Link
Activity Reference	Date	Description	Outreach Post impressions	Engagement likes, comments, shares	Geographical Reach	
EXLFB090	10-Jul-25	Just back from Sofia, Bulgaria, where our ExcellEnt soft-landing mission brought together AI innovators, ecosystem builders, and bold thinkers from across Europe!	97	5	EU	<a href="https://www.facebook.com/excellenteu/posts/657136220712094">https://www.facebook.com/excellenteu/posts/657136220712094</a>
EXLFB089	1-Jul-25	Boosting Innovation Across Europe's Ecosystems The Horizon Europe-funded EXCELLENT project hosted a series of workshops in Greece, Ukraine, Turkey, and Bulgaria	40	1	EU	<a href="https://www.facebook.com/excellenteu/posts/649654798126903">https://www.facebook.com/excellenteu/posts/649654798126903</a>
EXLFB088	26-Jun-25	From Dublin with Lessons: Trust, Patience & Purpose in Innovation What does it take to build a resilient innovation ecosystem?	164	8	EU	<a href="https://www.facebook.com/excellenteu/posts/645582271867489">https://www.facebook.com/excellenteu/posts/645582271867489</a>
EXLFB087	17-Jun-25	The Global Startup Ecosystem Report 2025 just dropped—and it's got great news for Greece, Bulgaria, Ireland, France, Ukraine, and Türkiye—all part of the EXCELLENT Project	70	4	EU	<a href="https://www.facebook.com/excellenteu/posts/638622775896772">https://www.facebook.com/excellenteu/posts/638622775896772</a>
EXLFB086	2-Jun-25	Big news for Europe's startup scene! Europe just launched a bold new strategy to support startups and scale-ups—and it's packed with real opportunities for founders, tech professionals, universities, and partners in the innovation ecosystem. Introducing the "Choose Europe to Start and Scale" strategy!	117	5	EU	<a href="https://www.facebook.com/excellenteu/posts/626983220394061">https://www.facebook.com/excellenteu/posts/626983220394061</a>
EXLFB085	22-May-25	ExcellEnt Countries in the Spotlight: Startup Ecosystem Momentum Across Europe. The newly released StartupBlink Global Startup Ecosystem Index 2025 confirms what we already see on the ground — the rise of Europe's next-wave innovation hubs.	130	7	EU	<a href="https://www.facebook.com/excellenteu/posts/618367564588960">https://www.facebook.com/excellenteu/posts/618367564588960</a>



EXLFB084	9-May-25	Exploring Innovation in Türkiye – A Mission Under the ExcellEnt Program As part of the ExcellEnt project's mission to connect European innovation ecosystems, participants from Ukraine, Greece, Bulgaria, and Romania took part in a two-day Soft-Landing Mission to Türkiye	92	5	EU	<a href="https://www.facebook.com/excellenteu/posts/609531745472542">https://www.facebook.com/excellenteu/posts/609531745472542</a>
EXLFB083	1-May-25	Explore Europe's Entrepreneurial Ecosystems: A Reminder from Our SWOT Analysis!	83	6	EU	<a href="https://www.facebook.com/excellenteu/posts/603255212766862">https://www.facebook.com/excellenteu/posts/603255212766862</a>
EXLFB082	24-Apr-25	Join Bulgaria's Rising Tech Star! Sofia ranks among Europe's most promising tech hubs, recognized for its robust startup ecosystem, talented tech workforce, strategic location, and supportive community that accelerates global market access.	227	9	EU	<a href="https://www.facebook.com/excellenteu/posts/597734609985589">https://www.facebook.com/excellenteu/posts/597734609985589</a>
EXLFB081	17-Apr-25	What Makes a Startup Thrive? We Asked 60+ Founders Across Europe. The ExcellEnt project gathered inspiring stories from entrepreneurs in 6 countries.	70	4	EU	<a href="https://www.facebook.com/excellenteu/posts/592234630535587">https://www.facebook.com/excellenteu/posts/592234630535587</a>
EXLFB080	11-Apr-25	Why Ecosystems Matter—Now More Than Ever.	224	8	EU	<a href="https://www.facebook.com/excellenteu/posts/587646824327701">https://www.facebook.com/excellenteu/posts/587646824327701</a>
EXLFB079	31-Mar-25	<b>Join the ExcellEnt Soft-landing Mission to Ukraine!</b>	70	0	EU	<a href="https://www.facebook.com/excellenteu/posts/578359885256395">https://www.facebook.com/excellenteu/posts/578359885256395</a>
EXLFB078	27-Mar-25	<b>Join the ExcellEnt Project Soft-Landing Mission in Bulgaria!</b>	57	2	EU	<a href="https://www.facebook.com/excellenteu/posts/575298508895866">https://www.facebook.com/excellenteu/posts/575298508895866</a>
EXLFB077	24-Mar-25	<b>ExcellEnt Project Soft-Landing Mission in Ireland</b> <small>CI</small> : An exploratory visit to Dublin for Innovation Stakeholders	1.1K	17	EU	<a href="https://www.facebook.com/excellenteu/posts/573180639107653">https://www.facebook.com/excellenteu/posts/573180639107653</a>
EXLFB076	11-Mar-25	Reminder: Deadline for Applications – March 15! <b>Open Call: ExcellEnt Soft-Landing Mission in France:</b> <a href="https://excell-">https://excell-</a>	58	3	EU	<a href="https://www.facebook.com/watch/?v=1267355401032184">https://www.facebook.com/watch/?v=1267355401032184</a>

		ent.eu/blog/excellent-project-soft-landing-mission-in-france/				
EXLFB075	27-Feb-25	<b>Open Call: ExcellEnt Soft-Landing Mission in France is Live Until March 15!</b>	74	3	EU	<a href="https://www.facebook.com/excellenteu/posts/553807744378276">https://www.facebook.com/excellenteu/posts/553807744378276</a>
EXLFB074	11-Mar-25	<b>This weekend marked the start of the ExcellEnt Project Soft-Landing Mission in Larissa, Greece</b>	139	9	EU	<a href="https://www.facebook.com/excellenteu/posts/546912588401125">https://www.facebook.com/excellenteu/posts/546912588401125</a>
EXLFB073	27-Feb-25	<b>Explore New Horizons with the ExcellEnt Soft-Landing Mission in France!</b>	100	2	EU	<a href="https://www.facebook.com/excellenteu/posts/543956572030060">https://www.facebook.com/excellenteu/posts/543956572030060</a>
EXLFB072	18-Feb-25	<b>ExcellEnt Project Soft-Landing Mission in Türkiye: A Gateway to Innovation and Market Expansion</b>	66	2	EU	<a href="https://www.facebook.com/excellenteu/posts/542423892183328">https://www.facebook.com/excellenteu/posts/542423892183328</a>
EXLFB071	14-Feb-25	Participants of the ExcellEnt Project's Greek Soft Landing Mission will have the unique opportunity to join the Innovent Forum 2025 Matchmaking Event, a premier platform designed to ignite collaboration across business, technology, and research. Held from February 14–15, 2025, at JOIST Innovation Park in Larissa, Greece, and online	63	6	EU	<a href="https://www.facebook.com/excellenteu/posts/539184485840602">https://www.facebook.com/excellenteu/posts/539184485840602</a>
EXLFB070	12-Feb-25	The nearest soft-landing mission will take place in Larissa, Greece, on February 14-15, 2025. The open call is now closed, and organizers are reaching out to applicants. More exciting missions are on the way! Stay tuned for agenda and timelines for upcoming missions in Türkiye, Bulgaria, France, Ireland, and Ukraine .	244	4	EU	<a href="https://www.facebook.com/excellenteu/posts/534303812995336">https://www.facebook.com/excellenteu/posts/534303812995336</a>
EXLFB069	7-Feb-25	<b>Attention Entrepreneurs in Bulgaria, France, Ireland, Greece, Ukraine, and Türkiye!</b> Don't miss your chance to participate in the ExcellEnt Project's Soft-Landing Missions in 2025!	34	1	EU	<a href="https://www.facebook.com/excellenteu/posts/529246756834375">https://www.facebook.com/excellenteu/posts/529246756834375</a>

EXLFB068	31-Jan-25	UPD: Open Call is extended. Apply: <a href="https://www.f6s.com/excellent-soft-landing-mission-greece/apply">https://www.f6s.com/excellent-soft-landing-mission-greece/apply</a>	749	10	EU	<a href="https://www.facebook.com/excellenteu/posts/521818360910548">https://www.facebook.com/excellenteu/posts/521818360910548</a>
EXLFB067	24-Jan-25	📢 Open Call for ExcellEnt Soft-Landing Missions in Greece, Ireland, France, Bulgaria, Türkiye, and Ukraine is Ongoing!	65	1	EU	<a href="https://www.facebook.com/excellenteu/posts/517421511350233">https://www.facebook.com/excellenteu/posts/517421511350233</a>
EXLFB066	14-Jan-25	Thank you, 2024.	39	2	EU	<a href="https://www.facebook.com/excellenteu/posts/511224875303230">https://www.facebook.com/excellenteu/posts/511224875303230</a>
EXLFB065	08-Jan-25	Video	26	0	EU	<a href="https://www.facebook.com/excellenteu/posts/506150605810657">https://www.facebook.com/excellenteu/posts/506150605810657</a>
EXLFB064	30-Dec-24	The ExcellEnt Project, supported by the European Commission's Horizon Europe Research & Innovation program, is launching its Open Call for Soft-Landing Missions 2025.	32	1	EU	<a href="https://www.facebook.com/excellenteu/posts/505676412524743">https://www.facebook.com/excellenteu/posts/505676412524743</a>
EXLFB063	23-Dec-24	<b>Empowering Women Entrepreneurs and Investors: HER FUND Training Programs</b>	39	1	EU	<a href="https://www.facebook.com/excellenteu/posts/497263526699365">https://www.facebook.com/excellenteu/posts/497263526699365</a>
EXLFB062	22-Dec-24	<b>Great opportunity from ExcellEnt Network for women entrepreneurs and investors eager to dive into angel investment.</b> HER FUND Project Training Programs will walk you through the entire investment journey.	45	2	EU	<a href="https://www.facebook.com/excellenteu/posts/496670983425286">https://www.facebook.com/excellenteu/posts/496670983425286</a>
EXLFB061	10-Dec-24	Meet Valentyn Frechka from Ukraine, the visionary founder of Releaf Paper, the world's first producer of pulp and paper from fallen leaves	41	1	EU	<a href="https://www.facebook.com/excellenteu/posts/489649267460791">https://www.facebook.com/excellenteu/posts/489649267460791</a>
EXLFB060	9-Dec-24	Inviting you to join the European Entrepreneurship Academy: <a href="http://www.europreneurship.eu">www.europreneurship.eu</a>	19	0	EU	<a href="https://www.facebook.com/excellenteu/posts/479771898448528">https://www.facebook.com/excellenteu/posts/479771898448528</a>

EXLFB059	29-Nov-24	<b>Panagiotis Papadimitroulas, Co-Founder &amp; Head of Software at BIOEMTECH.</b> <a href="https://bioemtech.com/">https://bioemtech.com/</a>	32	1	EU	<a href="https://www.facebook.com/watch/?v=2042587966180459">https://www.facebook.com/watch/?v=2042587966180459</a>
EXLFB058	15-Nov-24	Join the European Entrepreneurship Academy to create your future: <a href="https://europaenueurship.eu/">https://europaenueurship.eu/</a>	58	3	EU	<a href="https://www.facebook.com/excellenteu/posts/464674736624911">https://www.facebook.com/excellenteu/posts/464674736624911</a>
EXLFB057	4-Nov-24	EEA membership has now surpassed 100	20	4	EU	<a href="https://www.facebook.com/watch/?v=1572921000276656">https://www.facebook.com/watch/?v=1572921000276656</a>
EXLFB056	25-Oct-24	<b>ExcellEnt Project recommends to apply for the EIC Tech to Market (EIC T2M) Business Idea Validation Bootcamp!</b>	47	1	EU	<a href="https://www.facebook.com/excellenteu/posts/451534077938977">https://www.facebook.com/excellenteu/posts/451534077938977</a>
EXLFB055	16-Oct-24	<b>Don't Miss Out on the S3E Reverse Brokerage Event!</b>	27	0	EU	<a href="https://www.facebook.com/excellenteu/posts/451020921323626">https://www.facebook.com/excellenteu/posts/451020921323626</a>
EXLFB054	8-Oct-24	<b>Entrepreneurial Insights Ukraine: Co-founder and CEO of DroneUA and FARMFLEET.</b>	37	3	EU	<a href="https://www.facebook.com/watch/?v=1563968504476522">https://www.facebook.com/watch/?v=1563968504476522</a>
EXLFB053	7-Oct-24	<b>The European Entrepreneurship Academy (EEA)</b> is your go-to hub for entrepreneurial success.	271	8	EU	<a href="https://www.facebook.com/excellenteu/posts/438068729285512">https://www.facebook.com/excellenteu/posts/438068729285512</a>
EXLFB052	3-Oct-24	<b>Petros Soukoulis, Co-Founder &amp; Advisory Board Member of SEEMS P.C.,</b> a cutting-edge tech company that specializes in developing Digital Transformation Solutions by leveraging the most advanced technological approaches.	26	5	EU	<a href="https://www.facebook.com/excellenteu/posts/434781789614206">https://www.facebook.com/excellenteu/posts/434781789614206</a>
EXLFB051	20-Sep-24	Dimitris Iakovakis, PhD, a dedicated researcher from Greece.	18	0	EU	<a href="https://www.facebook.com/excellenteu/posts/429901293435589">https://www.facebook.com/excellenteu/posts/429901293435589</a>
EXLFB050	16-Sep-24	What's your reason to start a business?	15	1	EU	<a href="https://www.facebook.com/reel/431901195972284/">https://www.facebook.com/reel/431901195972284/</a>



EXLFB049	9-Sep-24	This week is marked by <b>World Entrepreneurs Day</b> , a global event established by the United Nations in 2010.	146	7	EU	<a href="https://www.facebook.com/excellenteu/posts/418474377911614">https://www.facebook.com/excellenteu/posts/418474377911614</a>
EXLFB048	23-Aug-24	Unlock more insights and inspiring stories from entrepreneurs interviewed for ExcellEnt Project: <a href="https://excell-ent.eu/resources/">https://excell-ent.eu/resources/</a>	17	0	EU	<a href="https://www.facebook.com/excellenteu/posts/394884280270624">https://www.facebook.com/excellenteu/posts/394884280270624</a>
EXLFB047	31-Jul-24	Anna Stoilova, co-founder of ROGUES, an innovative gaming studio.	26	1	EU	<a href="https://www.facebook.com/excellenteu/posts/403049866120732">https://www.facebook.com/excellenteu/posts/403049866120732</a>
EXLFB046	22-Jul-24	Sylvain Ordureau, a remarkable entrepreneur from France who founded 3dverse, the cloud-native real-time 3D development platform	208	2	EU	<a href="https://www.facebook.com/excellenteu/posts/397258423366543">https://www.facebook.com/excellenteu/posts/397258423366543</a>
EXLFB045	18-Jul-24	From 18 to 20 November 2024 in Budapest will take place The 2024 SME Assembly.	42	3	EU	<a href="https://www.facebook.com/excellenteu/posts/394884280270624">https://www.facebook.com/excellenteu/posts/394884280270624</a>
EXLFB044	8-Jul-24	Find potentially relevant partners via the Regional Innovation Valleys matchmaking map: <a href="https://projects.research-and-innovation.ec.europa.eu/en/strategy/support-policy-making/shaping-eu-research-and-innovation-policy/new-european-innovation-agenda/new-european-innovation-agenda-roadmap/regional-innovation-valleys-matchmaking-map">https://projects.research-and-innovation.ec.europa.eu/en/strategy/support-policy-making/shaping-eu-research-and-innovation-policy/new-european-innovation-agenda/new-european-innovation-agenda-roadmap/regional-innovation-valleys-matchmaking-map</a>	22	1	EU	<a href="https://www.facebook.com/excellenteu/posts/388534964238889">https://www.facebook.com/excellenteu/posts/388534964238889</a>
EXLFB043	4-Jul-24	Declan Murphy, the visionary CEO of Allsorter.com, interviewed for ExcellEnt Project by International Development Ireland.	241	4	EU	<a href="https://www.facebook.com/excellenteu/posts/385900397835679">https://www.facebook.com/excellenteu/posts/385900397835679</a>
EXLFB042	28-Jun-24	Consortium Partners Meeting in Paris. On June 26-27, 2024	433	8	EU	<a href="https://www.facebook.com/excellenteu/posts/381900634902322">https://www.facebook.com/excellenteu/posts/381900634902322</a>

EXLFB041	24-Jun-24	Taking action makes a difference	193	3	EU	<a href="https://www.facebook.com/excellenteu/posts/379427505149635">https://www.facebook.com/excellenteu/posts/379427505149635</a>
EXLFB040	12-Jun-24	Wrapping up the results of national and pan-European workshops ExcellEnt Project	41	6	EU	<a href="https://www.facebook.com/excellenteu/posts/371799552579097">https://www.facebook.com/excellenteu/posts/371799552579097</a>
EXLFB039	6-Jun-24	Online workshop "Innovating in Ukraine and Shaping the Future of Entrepreneurship"	224	4	EU	<a href="https://www.facebook.com/excellenteu/posts/367837779641941">https://www.facebook.com/excellenteu/posts/367837779641941</a>



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

Over the course of the year, the ExcellEnt project's LinkedIn channel served as a vibrant and trusted platform for reaching its core audiences – entrepreneurs, scaleups, investors, universities, policymakers, and ecosystem actors across Europe. With 24,897 organic impressions, 6,738 total engagements, and an average engagement rate of 16.4%, the page significantly outperformed industry norms for non-sponsored content in the innovation and development sectors.

Crucially, this performance was entirely organic – achieved without paid promotion, auto-invite strategies, or cross-platform advertising. Every impression and interaction came from audiences who actively chose to engage, reinforcing the authenticity of the project's voice and the credibility it earned within the ecosystem.

### **Performance Milestones**

The channel maintained a steady rhythm of visibility throughout the year, with key spikes coinciding with strategic announcements and storytelling efforts. A standout moment came on July 16, when an update reached over 800 engagements from just 1,200 views – a testament to the power of timely, relevant storytelling. This was followed by strong continued interaction on July 23, and a peak of 1,740 impressions and 807 engagements on September 9, likely linked to final-phase activities.

Even outside of peak periods, the page drew regular traffic, clicks, and repeat engagement, especially for content that highlighted success stories, event recaps, and tools for startups and ecosystem players.

### **Visitors and Extended Reach**

While follower growth was strong and aligned with key milestones, the Visitors tab revealed additional reach beyond the formal audience base. Daily visitor traffic remained modest but reliable, with clear surges following impactful content releases. Most users landed on the main overview page, signaling interest in the project's core narrative. The majority accessed the page via desktop, suggesting that the content reached its intended professional environment – during working hours and in relevant institutional contexts.

These visitors likely included investors, experts, student organizations, research institutions, and media who explored the project without necessarily following the page but still engaged with its message – an often overlooked but meaningful layer of outreach.





Figure 13: Activities at ExcellEnt's LinkedIn

## Highlights

Data for 7/8/2024 - 7/7/2025

**24,897**

Impressions

**923**

Reactions

**38**

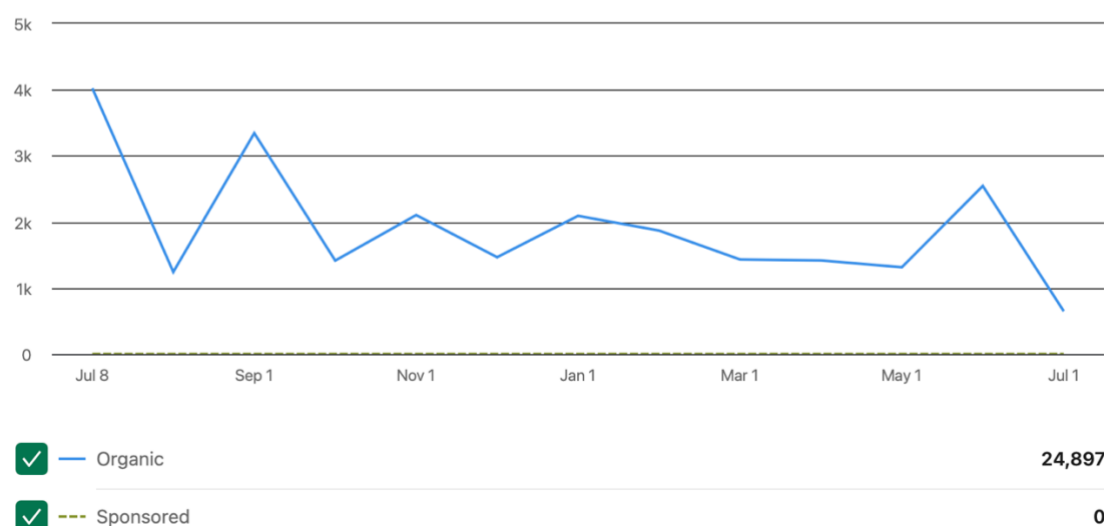
Comments

**76**

Reposts

## Metrics

Impressions ▾



## Audience Alignment with Target Groups

The LinkedIn audience profile closely mirrors the twelve strategic target groups identified at the outset of the project:

A large segment of followers worked in business development, operations, project management, and education – directly corresponding to entrepreneurs, scaleups, ecosystem builders, and universities.



Funded by  
the European Union

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

Geographically, the highest engagement came from Türkiye, Greece, France, and Ukraine, reflecting ExcellEnt's real-world presence in these regions and validating outreach strategies tied to local workshops and ecosystem-building events.

The channel also reached policy makers, student organizations, experts, and research institutions, as evidenced by reactions to updates on policy recommendations, educational initiatives, and innovation transfer.

The tone and substance of ExcellEnt's messaging – emphasizing opportunity, inclusivity, and cross-border collaboration – resonated deeply across all twelve groups. Whether through a founder spotlight, a call for scaleup strategies, or a recap of a policy dialogue, the content consistently met people where they were – in language and form they found engaging and relevant.



Figure 14: Demographics at ExcellEnt's LinkedIn - Roles

## Follower demographics ⓘ

Job function ▾

Business Development · 115 (17.7%)

Operations · 56 (8.6%)

Program and Project Management · 49 (7.6%)

Education · 40 (6.2%)

Community and Social Services · 37 (5.7%)

Research · 27 (4.2%)

Media and Communication · 25 (3.9%)

Engineering · 24 (3.7%)

Information Technology · 23 (3.5%)

Sales · 21 (3.2%)



Figure 15: Demographics at ExcellEnt's LinkedIn - Cities/Countries

## Follower demographics

Location ▼

Greater Istanbul, Türkiye · 47 (7.3%)

Greater Larisa Area, Greece · 44 (6.8%)

Greater Paris Metropolitan Region, France · 34 (5.2%)

Athens Metropolitan Area, Greece · 31 (4.8%)

Kyiv Metropolitan Area, Ukraine · 29 (4.5%)

Sofia Metropolitan Area, Bulgaria · 29 (4.5%)

Greater Ankara, Türkiye · 21 (3.2%)

Thessaloniki Metropolitan Area, Greece · 17 (2.6%)

Greater Dublin, Ireland · 13 (2%)

London Area, United Kingdom, United Kingdom · 11 (1.7%)

Table 6: Dissemination Log of Activities on LinkedIn

Activity on LINKEDIN			Impact			Evidence
Activity Reference	Date	Description	Outreach Post impressions	Engagement Likes, comments, shares	Geographical Reach	Link

EXLLI152	9-Jul-25	Final ExcellEnt Project Newsletter	55	4	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7348720775077498882/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7348720775077498882/</a>
EXLLI151	9-Jul-25	The ExcellEnt Soft-Landing Mission to Paris, held alongside VivaTech 2025, brought together 45 participants	203	13		<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7348707410791829506/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7348707410791829506/</a>
EXLLI150	1-Jul-25	As part of the Horizon Europe-funded EXCELLENT project, we held a series of workshops in Greece, Ukraine, Turkey, and Bulgaria	208	45		<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7345803689007235073/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7345803689007235073/</a>
EXLLI149	30-Jun-25	Today, on 30th of June, Creative Cluster with Booster Labs conducted an online pitching session, the last one during ExcellEnt project	238	12		<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7345418932675125248/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7345418932675125248/</a>
EXLLI148	26-Jun-25	From Dublin with Lessons: Trust, Patience & Purpose in Innovation	163	17		<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7343943078103146496/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7343943078103146496/</a>
EXLLI147	20-Jun-25	A vibrant finale to the ExcellEnt project! The final conference on June 19, 2025, in Sofia, held in tandem with the European Spin-off Conference and hosted by the GATE Institute, brought together a dynamic mix of startups and ecosystem builders from across Europe—including Greece, Turkey, France, Ireland, Ukraine, and many others	512	81	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7341679380517027841/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7341679380517027841/</a>
EXLLI146	20-Jun-25	What a way to wrap up the ExcellEnt Project journey! We're proud to have had GATE Institute as one of the driving forces behind the project - leading by example at Spinoff Europa Conference 2025.	168	13	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7341797619301556224/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7341797619301556224/</a>
EXLLI145	18-Jun-25	Proud to support the next generation of European entrepreneurs! 🧠 The European Entrepreneurship Academy is a key step in	76	1	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7341067877296353280/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7341067877296353280/</a>

		turning bold ideas into real cross-border ventures.				
EXLLI144	17-Jun-25	How are emerging European innovation ecosystems performing in 2025? The Startup Genome Global Startup Ecosystem Report 2025 offers fresh insights on the startup scenes across Greece, Bulgaria, Ireland, France, Ukraine, and Türkiye	280	5	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7340764445754744832/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7340764445754744832/</a>
EXLLI143	16-Jun-25	Thank you so much #MartaZnak for your absolutely precise professional summary and feedback about the ExcellEnt project supported Paris Soft-landing mission on 11-13 June 2025.	78	16	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7340427008675344386/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7340427008675344386/</a>
EXLLI142	15-Jun-25	What an incredible journey at VivaTech 2025!	271	119	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7339923438117052416/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7339923438117052416/</a>
EXLLI141	15-Jun-25	From Day 3 of the Paris Soft-landing missions after visiting #StationF , #Matrice and #CyberCampus of Pole Leonard da Vinci and at #BistroSaintGerman.	445	157	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7339927086129655808/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7339927086129655808/</a>
EXLLI140	11-Jun-25	Excellent Connect: Bridging EU's Innovation Frontiers · TechUkraine	144	5	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7338393617427746816/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7338393617427746816/</a>
EXLLI139	11-Jun-25	Dont miss this event under VivaTech 2025 !	47	5	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7338393991668772864/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7338393991668772864/</a>
EXLLI138	3-Jun-25	ExcellEnt Project covers your travel expenses (up to €1,000) to explore the GATE Institute's #BigData ecosystem.	137	11	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7335601551874449408/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7335601551874449408/</a>

EXLLI137	2-Jun-25	Europe's Bold Move to Empower Startups and Scaleups The European Commission has unveiled the "Choose Europe to Start and Scale" strategy	194	8	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7335359258051403777/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7335359258051403777/</a>
EXLLI136	28-May-25	#CreativeCluster communities with #Booster Labs organised the Paris Soft-landing online Info Day today. 41 startups, researchers, women-led entrepreneurs will attend the 3 days event in Paris on 11-13 June 2025.	101	0	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7335359978456518658/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7335359978456518658/</a>
EXLLI135	22-May-25	Startup Ecosystems on the Rise: How ExcellEnt Countries Performed in the StartupBlink 2025 Index	181	5	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7331251833467801600/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7331251833467801600/</a>
EXLLI134	9-May-25	<b>Bridging Innovation Ecosystems: ExcellEnt Mission to Türkiye</b>	469	22	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7326680789159481345/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7326680789159481345/</a>
EXLLI133	1-May-25	Leveraging SWOT Insights & Soft-Landing Missions to Drive Entrepreneurial Growth in Europe	427	15	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7323646642350428160/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7323646642350428160/</a>
EXLLI132	24-Apr-25	Explore Bulgaria's Innovation Edge with ExcellEnt	276	7	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7321081678225948673/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7321081678225948673/</a>
EXLLI131	18-Apr-25	What does it really take to build a thriving startup in Europe today? The ExcellEnt Project went deep into six entrepreneurial ecosystems to map what success looks like across different stages of the entrepreneurial journey.	169	7	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7318900099340800003/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7318900099340800003/</a>
EXLLI130	12-Apr-25	Why Ecosystems Matter—Now More Than Ever	402	20	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7316829840517586944/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7316829840517586944/</a>



EXLLI129	31-Mar-25	<b>Join the ExcellEnt Soft-landing Mission to Ukraine!</b>	377	7	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7312341628893978624/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7312341628893978624/</a>
EXLLI128	27-Mar-25	<b>Join the ExcellEnt Project Soft-Landing Mission in Bulgaria!</b>	299	11	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7310987128178417665/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7310987128178417665/</a>
EXLLI127	24-Mar-25	<b>ExcellEnt Project Soft-Landing Mission in Ireland :</b>	535	21	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7309961613892050944/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7309961613892050944/</a>
EXLLI126	18-Mar-25	<b>Expand Your Innovation Horizons in Türkiye!</b>	266	10	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7307790079693905921/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7307790079693905921/</a>
EXLLI125	11-Mar-25	Reminder: Deadline for Applications – March 15! <b>Open Call: ExcellEnt Soft-Landing Mission in France</b>	202	11	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7305198883293261825/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7305198883293261825/</a>
EXLLI124	7-Mar-25	Are you a young entrepreneur with bold ideas? The Young European Entrepreneur Award	-	-	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7303725432737071105/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7303725432737071105/</a>
EXLLI123	27-Feb-25	<b>Open Call: ExcellEnt Soft-Landing Mission in France is Live Until March 15!</b>	282	14	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7300826967266754560/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7300826967266754560/</a>
EXLLI122	19-Feb-25	DeepTech ACT   Find your best business match	-	-	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7297954610009260032/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7297954610009260032/</a>
EXLLI121	18-Feb-25	<b>This weekend marked the start of the ExcellEnt Project Soft-Landing Mission in Larissa, Greece</b>	543	23	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-">https://www.linkedin.com/company/96225927/admin/post-</a>



						<a href="https://analytics/urn:li:activity:7297522673218129921/">analytics/urn:li:activity:7297522673218129921/</a>
EXLLI120	14-Feb-25	<b>Explore New Horizons with the ExcellEnt Soft-Landing Mission in France!</b>	250	13	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7296124295569641472/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7296124295569641472/</a>
EXLLI119	14-Feb-25	Discover the CO-INVESTIN Investment Roadmaps! We are here to spotlight untapped opportunities and thriving ecosystems in Romania, Bulgaria, and Greece.	-	-	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7296228675585273856/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7296228675585273856/</a>
EXLLI118	12-Feb-25	<b>ExcellEnt Project Soft-Landing Mission in Türkiye: A Gateway to Innovation and Market Expansion</b>	479	8	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7295344354469015553/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7295344354469015553/</a>
EXLLI117	7-Feb-25	Participants of the ExcellEnt Project's Greek Soft Landing Mission will have the unique opportunity to join the Innovent Forum 2025	270	13	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7293650081029722112/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7293650081029722112/</a>
EXLLI116	31-Jan-25	The nearest soft-landing mission will take place in Larissa, Greece, on February 14-15, 2025. The open call is now closed, and organizers are reaching out to applicants. More exciting missions are on the way! Stay tuned for agenda and timelines for upcoming missions in Türkiye, Bulgaria, France, Ireland, and Ukraine . <input type="checkbox"/> Read more about all soft-landing missions on the official ExcellEnt website	119	7	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7291121419743039488/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7291121419743039488/</a>
EXLLI115	24-Jan-25	ExcellEnt Project's Open Call: Soft-Landing Mission for Startups and Ecosystem Builders 2025 - excellent	344	2	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7288559345246654464/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7288559345246654464/</a>
EXLLI114	14-Jan-25	<b>Discover Greece's Vibrant Innovation Ecosystem with the ExcellEnt Soft Landing Mission!</b> Join us in Larissa, Greece,	405	20	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7284850765678993409/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7284850765678993409/</a>

		from February 14–15, 2025, for the ExcellEnt project Soft Landing Mission.				
EXLLI113	9-Jan-25	Open Call for ExcellEnt Soft-Landing Missions in Greece, Ireland, France, Bulgaria, Türkiye, and Ukraine is Ongoing!	-	-	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7283214887437172737/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7283214887437172737/</a>
EXLLI112	8-Jan-25	Open Call for ExcellEnt Soft-Landing Missions in Greece, Ireland, France, Bulgaria, Türkiye, and Ukraine is Ongoing!	433	13	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7282716359828918272/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7282716359828918272/</a>
EXLLI111	8-Jan-25	Open Call: ExcellEnt Soft-Landing Mission 2025 in Greece	165	9	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7282798335118204928/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7282798335118204928/</a>
EXLLI110	3-Jan-25	Open Call: ExcellEnt Soft-Landing Mission 2025 in Ukraine	126	4	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7281012201639862272/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7281012201639862272/</a>
EXLLI109	30-Dec-24	Thank you, 2024.	159	5	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7279494512471592961/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7279494512471592961/</a>
EXLLI108	23-Dec-24	ExcellEnt Project extends best wishes to all ExcellEnt Partners, Collaborators, and Supporters on the eve of the festive season.	174	11	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7276855939557736448/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7276855939557736448/</a>
EXLLI107	20-Dec-24	Open Call: ExcellEnt Soft-Landing Mission 2025 in Bulgaria	144	4	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7275893025657024512/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7275893025657024512/</a>
EXLLI106	20-Dec-24	Open Call: ExcellEnt Soft-Landing Mission 2025 in France	96	5	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7275894513775104000/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7275894513775104000/</a>

EXLLI105	20-Dec-24	Open Call: ExcellEnt Soft-Landing Mission 2025 in Ireland	99	5	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7275899737424240645/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7275899737424240645/</a>
EXLLI104	20-Dec-24	Open Call: ExcellEnt Soft-Landing Mission 2025 in Türkiye	111	5	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7275900322693136385/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7275900322693136385/</a>
EXLLI103	19-Dec-24	ExcellEnt Project <b>starts its Open Call for Soft-Landing Missions</b> 2025, offering startups, SMEs, and ecosystem builders a unique opportunity to scale internationally, explore new markets, and build networks across Europe.	703	26	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7275416084311142400/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7275416084311142400/</a>
EXLLI102	17-Dec-24	Exciting News for Our Network! The EIC Summit 2025 is back, and we're thrilled to share that the 3rd edition will take place on 2 & 3 April 2025 at Tour & Taxis in Brussels!	143	3	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7274698407842111490/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7274698407842111490/</a>
EXLLI101	14-Dec-24	Join the European Entrepreneurship Academy: <a href="http://www.europreneurship.eu">www.europreneurship.eu</a>	102	3	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7273627141026570241/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7273627141026570241/</a>
EXLLI100	10-Dec-24	<b>Empowering Women Entrepreneurs and Investors: HER FUND Training Programs</b>	142	7	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7272184124679897089/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7272184124679897089/</a>
EXLLI099	9-Dec-24	<b>Great opportunity from ExcellEnt Network for women entrepreneurs and investors eager to dive into angel investment.</b> HER FUND Project Training Programs	76	3	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7271860265585967104/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7271860265585967104/</a>
EXLLI098	29-Nov-24	Valentyn FRECHKA from Ukraine, the visionary founder of Releaf Paper, the world's first producer of pulp and paper from fallen leaves	173	4	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7268226213029040130/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7268226213029040130/</a>

EXLLI097	15-Nov-24	Inviting you to join the European Entrepreneurship Academy: <a href="http://www.europreneurship.eu">www.europreneurship.eu</a>	106	4	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7263173148445982721/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7263173148445982721/</a>
EXLLI096	11-Nov-24	Follow the news and results from the first year of the ExcellEnt Project on the official project website: <a href="http://www.excell-ent.eu">www.excell-ent.eu</a>	187	8	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7261683965512609792/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7261683965512609792/</a>
EXLLI095	6-Nov-24	On November 19-21, 2024, over three interactive sessions at E4All SME Academy you can connect with entrepreneurs, industry leaders, and experts committed to driving sustainable business growth.	-	-	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7259925580429545472/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7259925580429545472/</a>
EXLLI094	4-Nov-24	<b>Success Story Spotlight: Panagiotis Papadimitroulas, Co-Founder &amp; Head of Software at BIOEMTECH.</b>	1,510	60	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:725918915910080128/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:725918915910080128/</a>
EXLLI093	25-Oct-24	Join the European Entrepreneurship Academy to create your future: <a href="http://www.europreneurship.eu">www.europreneurship.eu</a>	214	10	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7255595093720489984/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7255595093720489984/</a>
EXLLI092	16-Oct-24	European Entrepreneurship Academy membership has now surpassed 100!	180	13	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7252328316018327554/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7252328316018327554/</a>
EXLLI091	8-Oct-24	<b>ExcellEnt Project recommends to apply for the EIC Tech to Market (EIC T2M) Business Idea Validation Bootcamp!</b>	303	18	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7249315089193857024/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7249315089193857024/</a>
EXLLI090	7-Oct-24	<b>Don't Miss Out on the S3E Reverse Brokerage Event!</b>	96	3	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7249050907940671488/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7249050907940671488/</a>

EXLLI089	3-Oct-24	<b>Entrepreneurial Insights Ukraine: Co-founder and CEO of DroneUA and FARMFLEET.</b>	153	7	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7247526914985267201/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7247526914985267201/</a>
EXLLI088	1-Oct-24	Event Alert by ExcellEnt's Consortium Partner International Development Ireland <b>The S3E Reverse Program is hosting a Virtual #BrokerageEvent on October 9</b>	124	3	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7246864508386766849/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7246864508386766849/</a>
EXLLI087	26-Sep-24	A step-by-step video tutorial: <b>How to Register at the European Entrepreneurial Academy and Share Your Resources.</b>	468	17	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7245019859137220609/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7245019859137220609/</a>
EXLLI086	20-Sep-24	<b>The European Entrepreneurship Academy (EEA)</b> is your go-to hub for entrepreneurial success.	278	14	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7242901499377311768/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7242901499377311768/</a>
EXLLI085	16-Sep-24	Petros P. Soukoulis, Co-Founder & Advisory Board Member of SEEMS P.C., a cutting-edge tech company that specializes in developing Digital Transformation Solutions	195	7	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7241333816953344001/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7241333816953344001/</a>
EXLLI084	9-Sep-24	Dimitris Iakovakis, PhD, a dedicated researcher from Greece.	2,230	44	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7238801069521199106/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7238801069521199106/</a>
EXLLI083	5-Sep-24	What's your reason to start a business?	180	10	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7237423940661350400/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7237423940661350400/</a>
EXLLI082	23-Aug-24	<b>World Entrepreneurs Day</b>	402	9	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7232725775035039745/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7232725775035039745/</a>
EXLLI081	19-Aug-24	Five manufacturing topics and trends to watch in Europe	217	8	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-">https://www.linkedin.com/company/96225927/admin/post-</a>

						<a href="https://analytics/urn:li:activity:7231295561256079362/">analytics/urn:li:activity:7231295561256079362/</a>
EXLLI080	13-Aug-24	Youth Day is a great occasion to recall the mission of the ExcellEnt Project - to support young people on their path to entrepreneurship by providing access to the best entrepreneurial practices from all over Europe.	120	5	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7229057167960469504/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7229057167960469504/</a>
EXLLI079	12-Aug-24	Learn about new funding opportunities from European Innovation Council: for researchers, startups & MVPs.	77	2	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7228714887537917954/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7228714887537917954/</a>
EXLLI078	9-Aug-24	Unlock more insights and inspiring stories from entrepreneurs interviewed for ExcellEnt Project	196		EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7227610535725342720/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7227610535725342720/</a>
EXLLI077	31-Jul-24	Entrepreneurial journey of Anna Stoilova, co-founder of Rogues, an innovative gaming studio.	223	5	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7224343338466836481/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7224343338466836481/</a>
EXLLI076	31-Jul-24	Financial Times and Statista invite to participate in Europe's Leading Start-Up Hubs 2025 ranking.	90	2	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7224410133454307328/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7224410133454307328/</a>
EXLLI075	26-Jul-24	Report by EIC Scaling Club	112	5	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7222561549024919554/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7222561549024919554/</a>
EXLLI074	22-Jul-24	Story of Sylvain Ordureau, a remarkable entrepreneur from France who founded 3dverse, the cloud-native real-time 3D development platform.	1,295	38	EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7221097964658712576/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7221097964658712576/</a>



EXLLI073	18-Jul-24	From 18 to 20 November 2024 in Budapest will take place The 2024 SME Assembly.	106		EU	<a href="https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7219715823483949056/">https://www.linkedin.com/company/96225927/admin/post-analytics/urn:li:activity:7219715823483949056/</a>
EXLLI072	4-Jul-24	Declan Murphy / Allsorter			EU	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7214577041323487232">https://www.linkedin.com/feed/update/urn:li:activity:7214577041323487232</a>
EXLLI071	28-Jun-24	Consortium Partners Meeting in Paris Boost	840	189		<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>
EXLLI070	24-Jun-24	Taking action makes a difference	244	9		<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>
EXLLI069	12-Jun-24	Secret sauce of entrepreneurship	370	95		<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>

### 4.2.3. Consortium Partners' Social Media

Social media activity has accompanied the ExcellEnt project throughout its entire 30-month duration, with consortium partners continuing to actively promote key milestones and amplify engagement across various platforms. This sustained commitment ensured that the project maintained strong visibility and connection with relevant target groups. The collective effort of partners played a vital role in reinforcing ExcellEnt's impact and reach.



#### 4.2.4. Press Releases

Over the course of the 30-month ExcellEnt Project, four press releases were issued to highlight key milestones and share progress updates. These releases were published on the project's official website and actively promoted by consortium partners, who played a crucial role in disseminating the news to both EU-level and national media outlets, thereby ensuring broad visibility and outreach.

Figure 16: Screenshot of four press releases



Events

10 July, 2025

The **ExcellEnt** project, funded by the **Horizon Europe** programme, of international collaboration across Europe. The project connected entrepreneurs, educators, innovation leaders, and policymakers to strengthen Europe's entrepreneurial landscape, promote youth (self-)employability, and spark deeper cooperation across borders.

At its heart, ExcellEnt set out to capture real entrepreneurial experiences – particularly those of young innovators – and transform them into meaningful tools, stories, and partnerships that help shape how entrepreneurship is supported and scaled across the continent.

7 July, 2023

#### ExcellEnt Consortium Meeting in Larissa

In April, all project participants gathered in Larissa, Greece, for the official launch of ExcellEnt Project. The event was hosted by the Institute of Entrepreneurship Development: iED, which is also the ExcellEnt project coordinator. Meeting was held in **JOIST** Innovation Park in Larissa and was 2 days long.



The meeting was opened with some welcoming words from Stella Ioannou

Project achievements

7 July, 2023

## ExcellEnt: Project Go-Live Announcement

We are pleased to announce the launch of ExcellEnt, a project funded by the Horizon Europe programme of the European Union, with the mission to strengthen entrepreneurial practices and build bridges across EU entrepreneurial ecosystems over the next 30 months.

The project focus is: Excellency in Entrepreneurship: Exploring the novel ways to capture, preserve, curate, organise and communicate sets of unstructured entrepreneurial experiences, stories, narratives.

The ExcellEnt consortium is composed of seven partners, one from a country with a strong innovation capacity (Creative Cluster in France) and four Southern and Eastern Europe 'moderate innovator' countries (Coordinator Institute of Entrepreneurship Development in Greece, Sabanci University in Turkey, Cate, as a structure of Sofia University st. Kliment Ohridski in Bulgaria and TechUkraine in Ukraine). The consortium is complimented by two innovation enablers namely International Development Ireland with an extensive record in technology transfer and scale-up. And Booster Labs in France — the innovation management, start-up and talent scouting.

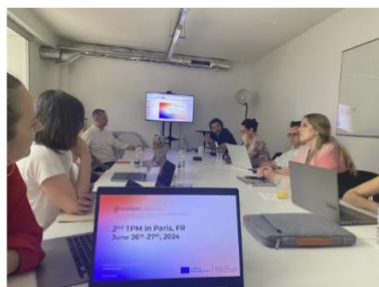
### Project objectives:

- Reveal the patterns of entrepreneurial success, while considering the diversity of the EU ecosystem and explore sets of unstructured entrepreneurial experiences, stories and narratives

28 June, 2024

## Consortium Partners Meeting in Paris: A Recap of the ExcellEnt Project Event

On June 26-27, 2024, the vibrant city of Paris played host to an important gathering of consortium partners for the ExcellEnt Project. Organized by Creative Cluster, this two-day event brought together key stakeholders for intensive discussions on project progress, achievements, and the road ahead.



The meeting was dedicated to a comprehensive review of the project's progress, the impacts achieved, and a planning of new activities for entrepreneurial ecosystems of Bulgaria, France, Greece, Ireland, Türkiye, and Ukraine. The consortium partners engaged in a fruitful discussion about the

### 4.2.5. Newsletter

The ExcellEnt Project has strategically utilized LinkedIn to engage its professional community through tailored newsletter campaigns. Over the course of the initiative, two newsletters have been released, serving as key communication tools to share milestones, deliverables, and lessons learned. The first newsletter was published in May 2024, ahead of a series of national and pan-European workshops, helping to build anticipation and highlight project relevance. The second newsletter, titled *"Building Bridges Across Ecosystems: Lessons from Europe's Entrepreneurial Frontlines,"* marked the culmination of the 30-month initiative, distilling insights from Soft Landing Missions across France, Greece, Ireland, and Türkiye.

This final edition reflected on what it takes to nurture resilient, opportunity-rich entrepreneurial ecosystems in Europe. It emphasized the role of public investment, grassroots innovation, cross-sector trust, and bold digital policy, all informed by field missions, interviews, and deep diagnostics. From the mapping of entrepreneurial competences and best practices in education to the development of cross-border support tools and a cooperation strategy, the newsletter captured the full breadth of ExcellEnt's impact. With 198 subscribers to date, the LinkedIn newsletter has become an important channel for knowledge transfer and



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the European Union

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

community-building, reinforcing the project's mission to support young innovators and connect European entrepreneurial actors.

Figure 17: Screenshot of the ExcellEnt Newsletter in May 2024 and July 2025

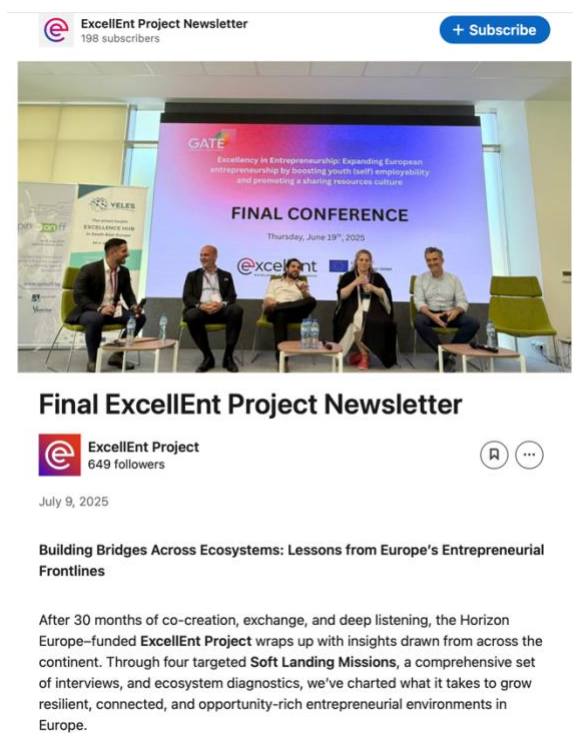


Figure 18: ExcellEnt May 2024 Newsletter's Impressions

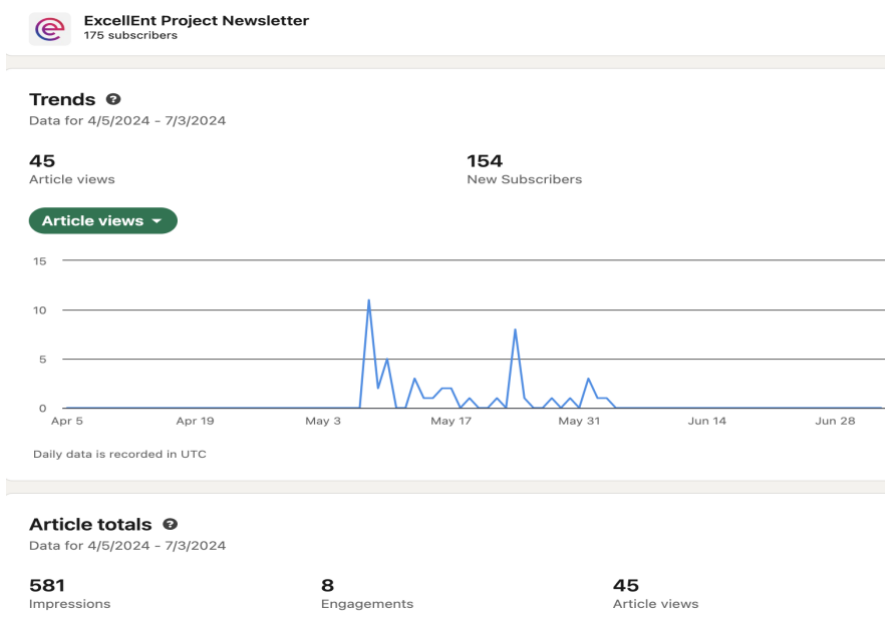
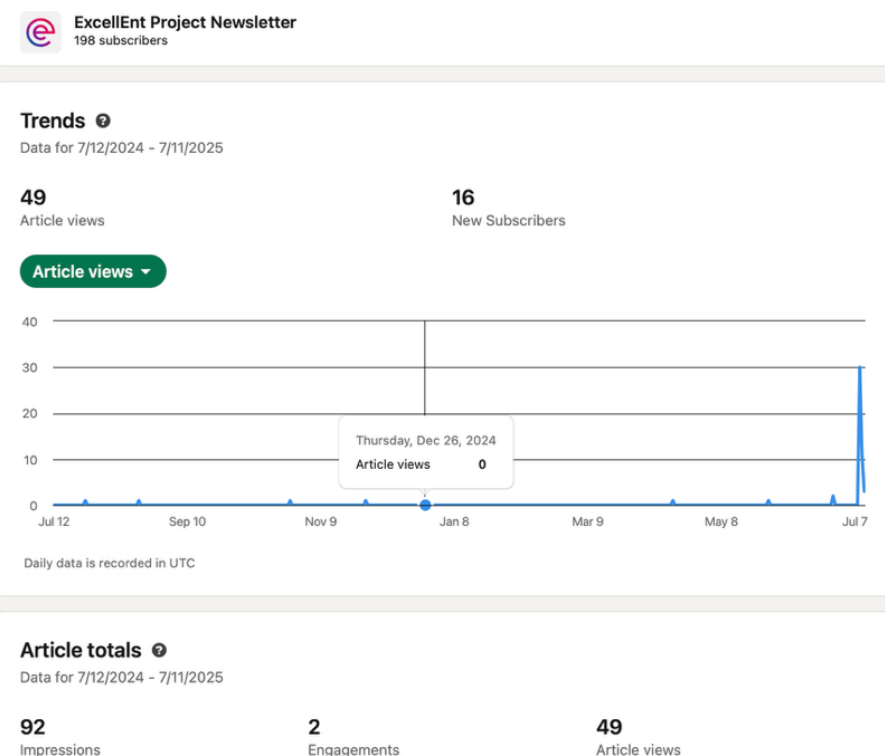


Figure 19: ExcellEnt July 2025 Newsletter's Impressions



Our second newsletter was published recently, and we expect the numbers of impressions grow over time, similarly to our first newsletter.

#### 4.2.6. Events

Within the period M1-M30 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.

Throughout the 30-month implementation period, the ExcellEnt project actively engaged with European innovation communities by organizing, co-organizing, and participating in a wide range of events across the continent. These included a core series of nine online and hybrid “Unlocking Entrepreneurial Potential” workshops conducted in May and June 2024, covering countries such as Türkiye, France, Ukraine, Greece, Bulgaria, and Ireland, and culminating in a Pan-European online workshop. These sessions brought together diverse actors to discuss national ecosystems and surface challenges and opportunities in real-time.

Between months 19 and 30, the consortium significantly enhanced the entrepreneurial landscape across six partner countries: France, Ireland, Greece, Bulgaria, Turkey, and Ukraine. A total of 16 targeted workshops were successfully delivered, providing direct training to startups through "Start Your Business" and "Online Business Idea Crash Test" sessions. In parallel, specialized Capacity Building Workshops engaged ecosystem builders to co-develop key policy recommendations. To foster international growth, the consortium also executed six soft-landing missions, each featuring at least four offline events or visits to connect startups with new markets and opportunities.



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

Table 7: Workshops, organized by ExcellEnt partners

#	Event name	Dates
1	Unlocking Entrepreneurial Potential in Turkey	May 10, 2024
2	Unlocking Entrepreneurial Potential in France	May 14, 2024
3	Unlocking Entrepreneurial Potential in Ukraine	May 15, 2024
4	Unlocking Entrepreneurial Potential in Greece	May 17, 2024
5	Unlocking Entrepreneurial Potential in Bulgaria	May 28, 2024
6	Unlocking Entrepreneurial Potential in Ireland	May 28, 2024
7	Innovating in Türkiye and Shaping the Future of Entrepreneurship	May 28, 2024
8	Pan-European Online Workshop - Unlocking Entrepreneurial Potential in Europe	May 31, 2024
9	Innovating in Ukraine and Shaping the Future of Entrepreneurship	June 7, 2024
10	"Start Your Business" workshop Greece	February 15, 2025
11	"Start Your Business" workshop Bulgaria	May 19, 2025
12	"Start Your Business" workshop Turkey	March 7, 2025
13	"Start Your Business" workshop France	June 13, 2025
14	"Start Your Business" workshop Ireland	May 21, 2025
15	"Start Your Business" workshop Ukraine	June 6, 2025
16	"Online business idea crash test" workshop Greece	February 15, 2025
17	"Online business idea crash test" workshop Bulgaria	May 19, 2025
18	"Online business idea crash test" workshop Turkey	11-13 March, 2025
19	"Online business idea crash test" workshop France	June 30, 2025





20	"Online business idea crash test" workshop Ireland	Dec, 19, 2024 and Jul 11, 2025
21	"Online business idea crash test" workshop Ukraine	July 7, 2025
22	Capacity Building Workshop Bulgaria	June 6, 2025
23	Capacity Building Workshop Greece	April 30, 2025
24	Capacity Building Workshop Turkey	June 3, 2025
25	Capacity Building Workshop Ukraine	June 5, 2025

Table 8: The Soft-landing missions, organized by ExcellEnt partners

Country	City/ Location	Dates	Highlights/ Visits
Greece	Larissa	Feb 14–15, 2025	Innovent Forum, JOIST Innovation Park, University of Thessaly
Türkiye	Istanbul	May 5–6, 2025	Technoparks, SUNUM, TTO workshops, R&D centers
Ireland	Dublin	May 26–27, 2025	Enterprise Ireland, NovaUCD, DCU Alpha, VC networking
France	Paris	June 11–13, 2025	VivaTech 2025, Station F, Matrice, De Vinci Incubator
Ukraine	Paris (Bistrot St-Germain)	June 13, 2025	Ukraine-led event during VivaTech, showcasing ecosystem resilience
Bulgaria	Sofia	June 19–20, 2025	SPINOFF EUROPA Conference, Sofia Tech Park, GATE Institute

## External events visited by ExcellEnt partners

Beyond these own-organized events, ExcellEnt and its consortium partners ensured a consistent and visible presence in the European entrepreneurial landscape by contributing to dozens of external events—both physical and digital. These ranged from prominent gatherings like VivaTechnology Paris, South Summit Madrid, Slush 2024 in Helsinki, and European Research and Innovation Days in Brussels, to more regional and community-driven forums such as the InnoHealth Forum, Circle the Med, Beyond Expo, and Startup Europe Week in Greece.

Partners presented ExcellEnt’s insights and deliverables, moderated discussions, and facilitated networking sessions in forums addressing deep tech, edtech, green innovation, defense tech, creative economy, women in entrepreneurship, and cross-border collaboration. They also integrated ExcellEnt’s key learnings into thematic events such as CreativeInGreen, Experience Vision, Innovation Greece 6.0, and the EU Funding for Startups webinar. Through this multi-layered outreach—whether as speakers, panelists, facilitators, or contributors—ExcellEnt maintained a strong dissemination strategy that reinforced the project's visibility, relevance, and European-wide resonance.

Table 9: External events, in which consortium partners participated

#	Event Name	Date	Location
1	European EdTech Marathon - EdTech Week	20.June.2024	Paris, FR
2	EIT Deep Tech Talent Initiative presentation for new Pledgers	15.July 2024	Online
3	CreativeInGreen project event - KoM	21 October 2024	Online
4	EIT Deep Tech event in Paris	30.January 2025	Paris, FR
5	VivaTechnology in Paris	June 11-13, 2025	Paris, FR
6	Naples Business and Gaming Accelerator Program 2025	June 16-17 2025	Naples, IT
7	BoostER Accelerator events for Italian Startups in Paris	june 24-26.2025	Paris, FR
8	VivaTechnology in Paris	June 14-17, 2023	Paris, FR

9	European Research & Innovation Days in Brussels	March 20-21, 2024	Brussels, BG
10	South Summit in Madrid	June 4-6, 2024	Madrid, ES
11	Start For Future: The Athenian Nexus Summit	May 16-17, 2024	Athens, GR
12	InnoHealth Forum 2024	September 20-21, 2024	Larissa, GR
13	Innovent Forum 2023	February 10-12, 2023	Larissa, GR
14	Innovent Forum 2024	February 9-10, 2024	Larissa, GR
15	Innovent Forum 2025	February 14-15, 2025	Larissa, GR
16	Circle the Med Forum 2025	June 3-4, 2025	Athens, GR
17	Startup Europe Week 2025	May 13, 2025	Larissa, GR
18	Wine & Chat #5: Women in Health: Overcoming Challenges, Creating Opportunities Driven by Innovation	April 15, 2025	Larissa, GR
19	Tax incentives and investment in innovation	April 10, 2025	Larissa, GR
20	Beyond Expo 2025	April 4-6, 2025	Athens, GR
21	Panathenea Festival 2025	May 7-9, 2025	Athens, GR
22	Emerging Tech Conference "Edge Intelligence" 2024	October 17-18, 2024	Volos, GR
23	Innovation Greece 6.0	January 29-30, 2025	Athens, GR
24	Experience Vision	February 6, 2025	Paris, FR
25	Wine & Chat #4: Women, Culture and Arts: A New Creative Economy	December 10, 2024	Larissa, GR
26	21st International Conference - EuroXR 2024	November 27 – 29, 2024	Athens, GR
27	EU Funding for Startups: Turning Innovation into Reality	April 30, 2025	Online
28	Viva Tech Paris 2025	June 11-14, 2025	Paris, FR



<b>29</b>	Incubate the Future	June 10, 2025	Paris, FR
<b>30</b>	Brave1 Defense Tech Era	April 26, 2025	Kyiv, UA
<b>31</b>	Forging the Future: NRW & Ukraine Connect on DefenseTech, Aerospace & Robotics	May 15, 2025	Online
<b>32</b>	Slush 2024	Nov 19-21, 2024	Helsinki, Finland
<b>33</b>	Venture Blender (an official Digitalk side event)	25.05.2025	Sofia, Bulgaria
<b>34</b>	Best Youth Startup 2025	19.05.2025	Sofia, Bulgaria
<b>35</b>	Fusion Future	10.04.2025	Sofia, Bulgaria
<b>36</b>	European Digital Innovation Days in Research	05.03.2025	Stara Zagora, Bulgaria
<b>37</b>	South-East European Innovators Challenge 2024	28.10.2024	Sofia, Bulgaria
<b>38</b>	Forbes Healthcare Forum	05.06.2024	Sofia, Bulgaria
<b>39</b>	Innovate Ukraine: Investors & Founders Connect	12.06.2025	Paris, France



## 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 20: Visuals for ExcellEnt's social media with testimonials of the interviewed entrepreneurs



### ATABERK TAÇAR CO-FOUNDER/CEO AT SIZE&ME

Turkey



### Ever-Learning Mentality

*"I say **either** I succeeded, or I learned a lesson. I do not say I failed. Be **passionate, agile, and open** to self-development."*



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

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Figure 21: Visuals for ExcellEnt's social media for overview of local entrepreneurial ecosystems





Figure 22: 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 23: 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=96225927>



Figure 24: Screenshot of the video for ExcellEnt's social media promoting the Irish Online Workshop



[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)

### 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 25: 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)

## 5.4. Events

A number of workshops and soft-landing missions that were organized during this period, required a focused and clear visual part, which was created.

Figure 26: Screenshot of the visual, announcing 6 soft-landing missions



Figure 27: Screenshot of the ExcellEnt Project's Pitch workshop in Ukraine

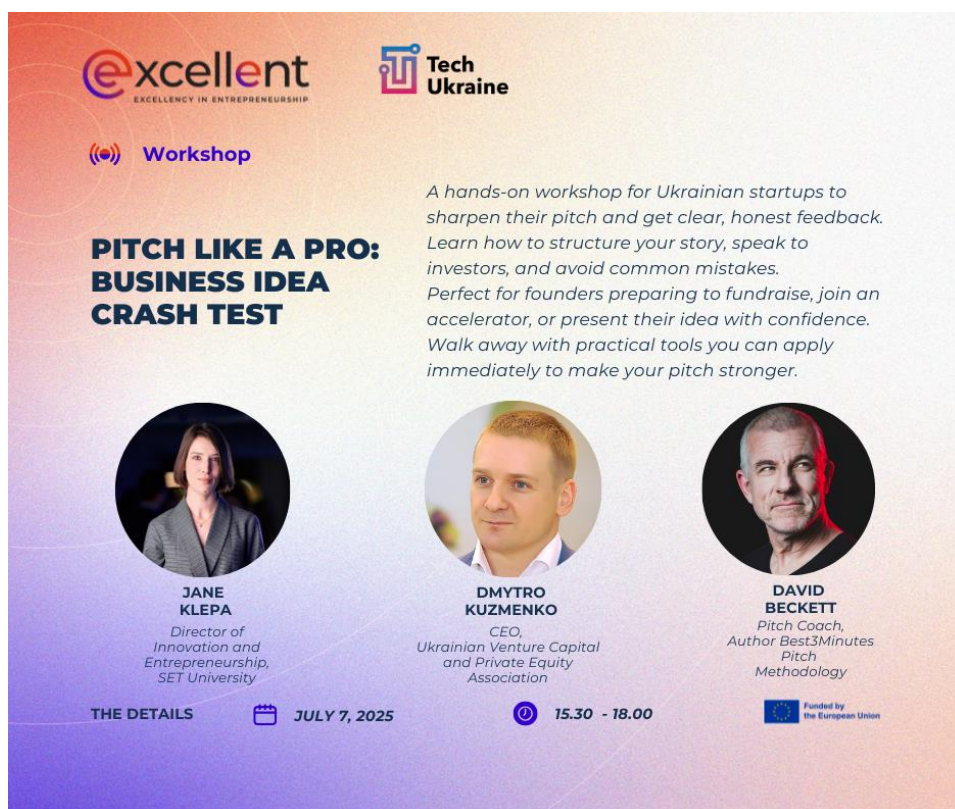




Figure 28: Screenshot of the ExcellEnt Project's Start your business workshop in Ukraine

**excellent** EXCELLENCY IN ENTREPRENEURSHIP

**Tech Ukraine**

In Partnership with: **USF**

Funded by the European Union

**Webinar**

## Turn Ideas into Action. Your Solid Step into Entrepreneurship

Friday, June 6 at 10:00 EEST

**Mariia Romanova**  
CEO,  
Radar Tech

**Marharyta Chernyshova**  
Head of Partnerships,  
YEP Accelerator

**Olena Koval**  
Founder,  
OK.PR sense agency

Figure 29: Screenshot of the visual of Excellent Connect event in Paris, France

**June 13**  
18:30 – 22:00

Side Event at VivaTech 2025  
**Bistrot Saint-Germain, Paris**

Participation fee:  
**€40 for catering**

# @xcellent **Connect: Bridging EU's Innovation Frontiers**

Organized by:

**CREATIVE CLUSTER** **BOOSTER LABS** **Tech Ukraine**

Supported by:

**Sabancı Universitesi** **IED** **GATE** **IDI** International Development Ireland

Excellent project is funded by the European Union.

## 6. KPIs Overview

Communication activities within the ExcellEnt project have been systematically monitored through a set of quantitative and qualitative success indicators defined at the start of the project. This dual evaluation approach allows the team to assess both the effectiveness of outreach efforts and the efficiency of resource use. By continuously analyzing progress against these indicators, the project has been able to identify both the enablers and obstacles to successful communication, adjusting strategies along the way to ensure broader engagement and impact.

During the first 18 months, ExcellEnt established a solid foundation. The project's visual identity and website were successfully launched, and the initial online presence steadily grew. Social media accounts were set up across LinkedIn, Facebook, and Twitter, and one newsletter was issued ahead of major workshops across partner countries. Nine workshops were organized during this period, supported by targeted stakeholder communication.

As the project moved into its final phase, significant progress was made across almost all key communication indicators. By the end of the 30-month project cycle, the ExcellEnt website had recorded **3,089 unique views**, well surpassing the original target of 1,200. Social media engagement grew substantially, with **152 posts on LinkedIn**, **90 on Facebook**, and **77 on Twitter**, each meeting or exceeding the expected outreach levels. The project released **two newsletters** and published **four press releases**, fulfilling the communication output goals. The project communication was massively supported by **16 workshops and 6 soft-landing missions**, organized by consortium partners.

ExcellEnt also made considerable headway in external engagement: consortium partners participated in **38 third-party events**, getting quite close to the target of 50.

Overall, this performance reflects the consistent and coordinated communication effort of all partners throughout the project's lifecycle. The achievements demonstrate how strategic outreach and ongoing adaptation to the audience's needs have enabled ExcellEnt to build a visible and trusted voice in the European entrepreneurial ecosystem.

Table 10: Communication and Dissemination KPIs & Current Status

Outputs / KPI's	Target value	Measurement Unit	Current Status
Project visual identity & Website	1	-	+
Website users	1200	visitors	3089
Activity and dissemination in ExcellEnt website	96	entries or publications	34
ExcellEnt Twitter followers	150	followers	15
Activity and dissemination in ExcellEnt Twitter	96	posts	77
ExcellEnt LinkedIn followers	500	followers	649
Activity and dissemination in ExcellEnt LinkedIn	96	posts	152
ExcellEnt Facebook followers	150	followers	117
Activity and dissemination in ExcellEnt Facebook	96	posts	90
International ExcellEnt e-newsletter	4	newsletters produced	2
Workshops	14	for all partners	25
Events organized by ExcellEnt	2	events	6 soft-landing missions with events
Third party events attended by ExcellEnt consortium partners	50	external events	38

## 7. Conclusions and Lessons Learned

As the ExcellEnt project concludes after 30 months of intensive collaboration, its communication and dissemination strategy emerges as a critical component in achieving visibility, engagement, and influence across European entrepreneurial ecosystems. The initial focus of communication efforts was to raise awareness of project goals, engage target groups, and share early-stage activities and results. As the project matured and delivered tangible outputs, the strategy evolved into a broader framework that emphasized the sustainability and uptake of knowledge, tools, and networks developed through ExcellEnt.

The project's digital outreach exceeded expectations in key areas. The website attracted over 3,000 users – more than doubling the original target – demonstrating sustained interest in the project's updates, toolkits, and deliverables. Social media played a substantial role, with 152 LinkedIn posts and a growing follower base of nearly 650, helping to position ExcellEnt among policymakers, entrepreneurs, researchers, and innovation intermediaries. However, while digital channels were important, the strategy did not rely solely on online media. A crucial success factor was the project's active presence at external events and its own ecosystem workshops. Through the participation of partners in 38 third-party events and the organization of 25 strategic workshops across Europe, the project not only communicated its progress but also co-created solutions with stakeholders, gathered grassroots insights, and forged long-term connections. These physical engagements enabled deeper interaction, credibility building, and an exchange of best practices tailored to local contexts.

This blended approach – combining digital visibility with physical presence – amplified the project's impact. Participating in major platforms such as VivaTechnology, Slush, South Summit, and European Research & Innovation Days, as well as regional events in Greece, Bulgaria, Ukraine and Ireland, elevated ExcellEnt's voice in the European innovation dialogue. These interactions provided visibility far beyond traditional academic or project-based dissemination and placed ExcellEnt at the center of live, policy-relevant conversations. Furthermore, the cross-border missions and workshops allowed the consortium to validate and adapt its tools in real-world conditions, ensuring they met the needs of different entrepreneurial actors.

As the project transitioned into its final phase, the focus of communication shifted from visibility to sustainability and exploitation. The Communication and Dissemination Plan was expanded to support the



long-term uptake of project results, with clear objectives: to contribute to key policy debates, facilitate adoption by the entrepreneurial community, and create channels for long-term impact. The strategy supported the creation of policy recommendations and best practices, contributing to the reform of entrepreneurial assessment and societal engagement in entrepreneurship. It encouraged institutional uptake and was oriented toward creating mutual trust between stakeholders – government bodies, academia, startups, and civil society. It also nurtured synergies with other European university alliances and initiatives to strengthen the network of ecosystem actors.

One of the core lessons learned is that effective communication is not a one-way exercise but a relational, iterative process that builds trust over time. Early investments in visual identity, narrative framing, and digital consistency laid the foundation. Still, what truly differentiated ExcellEnt’s strategy was its ability to mobilize its network in real-time – reacting to ecosystem needs, contextualizing messages for specific regions, and inviting co-creation. The project’s engagement with stakeholders demonstrated that consistent, multi-channel communication – supported by human connection and responsive design – can unlock participation, feedback, and momentum in ways that static campaigns cannot. By doing so, ExcellEnt did not just inform; it activated and connected diverse communities of practice.

In summary, the communication and dissemination strategy of ExcellEnt evolved with the project’s lifecycle – starting with awareness-raising, expanding into ecosystem engagement, and culminating in sustainability planning. It helped catalyze a conversation around inclusive entrepreneurship, resilient ecosystems, and policy reform across Europe. With its deliverables publicly accessible and its community of practice activated, ExcellEnt leaves a strong foundation for continued collaboration and influence. The project's experience underscores that communication – when strategic, adaptive, and people-centered – can be one of the most powerful levers for shaping the future of entrepreneurship in Europe.