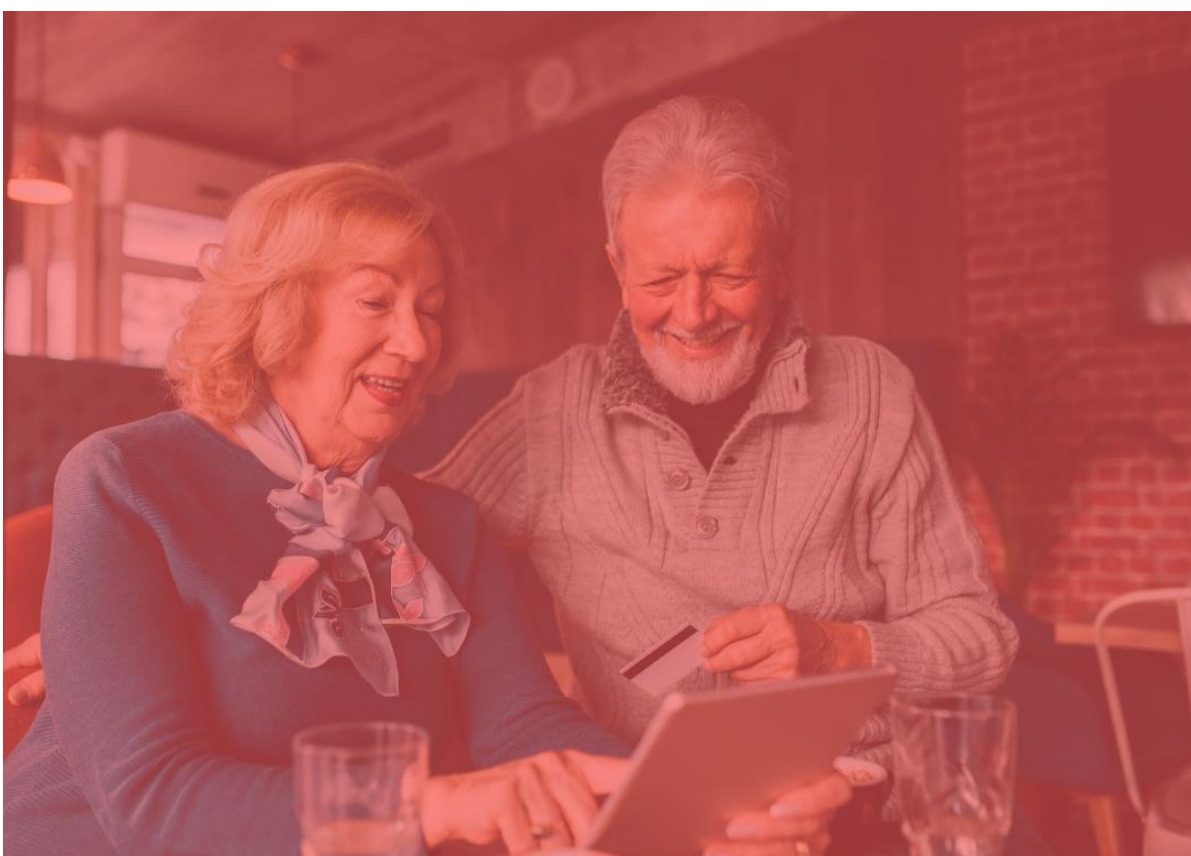




Co-funded by the
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of the European Union



Dissemination Final Report



**THE
~~MISSING~~
ENTREPRENEURS**

1. Introduction

Overview

The objective of the present document is to summarize all the dissemination activities of The Missing Entrepreneurs project (**Project reference number: 2020-1-FR01-KA204-080632**) carried out throughout the duration of the project from all the partners.

The responsibility of each partner in The Missing Entrepreneurs about dissemination has been to prepare specific and local dissemination plans in accordance with the policies described in the dissemination strategy, and the correct development of these actions. All partners must contribute to the dissemination, communication and exploitation activities using their own channels of communication.

Aims

1. Disseminating the project outcomes and activities among the relevant stakeholders
2. Communicating and promoting the Project, its brand and results to the general public at national, European and International levels
3. Ensuring the impact of the project results

2. Partnership

In this section, we include a short overview on the partner composition, including the visual identity of each of the partners involved in The Missing Entrepreneurs.

AMARIS, France



Amaris Consulting is an independent technology consulting firm providing guidance and solutions to businesses. We create the solutions our clients need by putting the people with the right skills in the room. With more than 1000 clients across the globe, we have been implementing solutions in major projects for over a decade – this is made possible by an international team of 6000 people from 95 different nationalities, spread across 5 continents and more than 60 countries. Our solutions focus on four different Business Lines: Information System & Digital, Telecom, Life Sciences and Engineering.



APSU, Portugal



APSU has the mission to promote the entrepreneurship and to nurture the Start-Ups and the entrepreneurs, especially in the early stages. Some of APSU's main activities are: networking; promoting commercial cooperation and professional counselling and administrative, legal and bureaucratic services to entrepreneurs. It also focusses on the elaboration of trainings and other forms of professional capacitation to the entrepreneurs and workers of the SMEs. These trainings are mainly focused on soft-skills, technologies and other technical areas, and formal processes. Ultimately, APSU establishes national and international cooperation in order to create innovative trainings, innovative processes and innovative products.



Blue Room Innovation, Spain



Blue Room Innovation is an innovative company with a prepared, versatile and multifaceted team with experience in the implementation of innovative projects that respond to current social challenges. At the same time, we work with companies across Europe and understand their challenge to create, implement and finance an innovation project. Our strategic objective is to join the platform economy and connect relevant actors with circular economy processes, promoting sustainable consumption with the aim of ensuring that the resources used are kept in the EU economy for as long as possible. We view technology as a fundamental enabler to achieve the sustainability goals of the Green Deal.



CSI, Cyprus



Center for Social Innovation (CSI) is a Research and Development organization, which focuses on fostering social innovation that can bring about a positive change to local, national, regional, and global entities. These entities include but are not limited to governments, local administrative agencies, non-for-profit agencies, commercial entities, and educational institutions. The CSI team is composed of open-minded, fully equipped researchers, entrepreneurs, project managers, trainers, and Information Technology specialists. CSI encompasses the capability and capacity to identify social needs, design and implement adjusted initiatives, and provide for sustainable growth. The CSI team's areas of expertise are in the fields of traditional education and e-learning, entrepreneurship, start-ups, innovation, creativity, negotiations, IP advisory services, social responsibility, business advisory solutions, data analytics, information technologies, project management, project evaluation services, product validation, training and computer gaming. CSI draws know-how and skills from its wide global network, which includes academic institutions, IT companies, public services, international organizations, start-ups, and public services.



EGInA, Italy



EGInA SRL is a private training agency and consultancy body, operating in the field of EU projects and grants. EGInA is devoted to deepen a real transnational cooperation in the field of lifelong learning, increasing awareness of European cooperation and opportunities, especially in the field of digital and social innovation, within the framework of different EU financing programmes, with a special focus on Erasmus+. It has a wide experience in the entrepreneurship and digital transformation field. It is accredited at the Umbria Region as a training agency for the implementation of training activities funded by the European Social Fund. EGInA Srl acts also as a sending, hosting and intermediating organisation in the field of transnational mobility.



dieBrater Unternehmensberatungs, Austria



dieBerater Unternehmensberatungs GmbH focuses on adult education, vocational training and human resources development and is represented in over 40 locations throughout Austria.



3. Communication & Dissemination

3.1 Target Groups

The Dissemination activities have been carried out at internal level amongst the project partners and the EACEA and amongst all project stakeholders:

- women
- immigrants
- youth
- seniors
- representatives from adult education centers
- school representatives
- youth organizations representatives
- NGOs
- policymakers
- career counselors
- teachers/trainers
- SMEs representatives

3.2 Communication Strategy

The tailored communications activities are proportionate to the scale of the project, and in Communication and Dissemination activities:

- Raise awareness of the project activities and its outcomes within and outside the participating organizations
- Engage stakeholders & target groups into the project activities
- Maximize the impact of the project after its finalization
- Boost the exploitation of the project results beyond the project

Fulfilling the aforementioned objectives, the following key activities have been developed in order to achieve the project objectives :

- Elaborate a dissemination plan including the partners local plans
- Develop diffusion materials: brochures, newsletters, press releases, etc.
- Create the project website and its updates
- Implement dissemination activities to inform about the project through social networks, emailing, press,
- Organise a set of national Multiplier Events to disseminate the final project results in all participating countries
- Outline the Sustainability plan

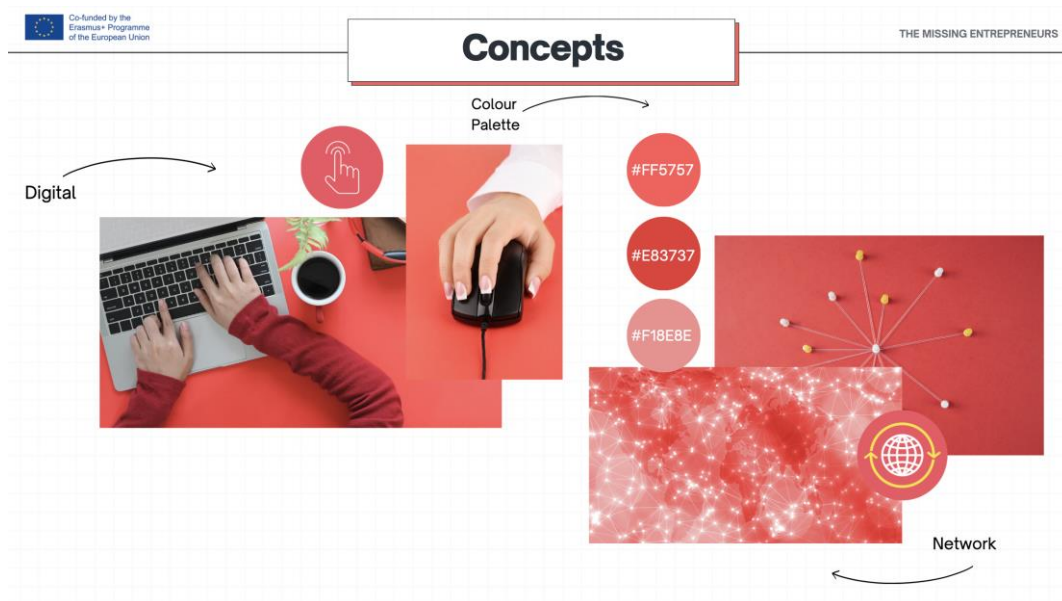
4. Dissemination Channels

The following activities have been developed:

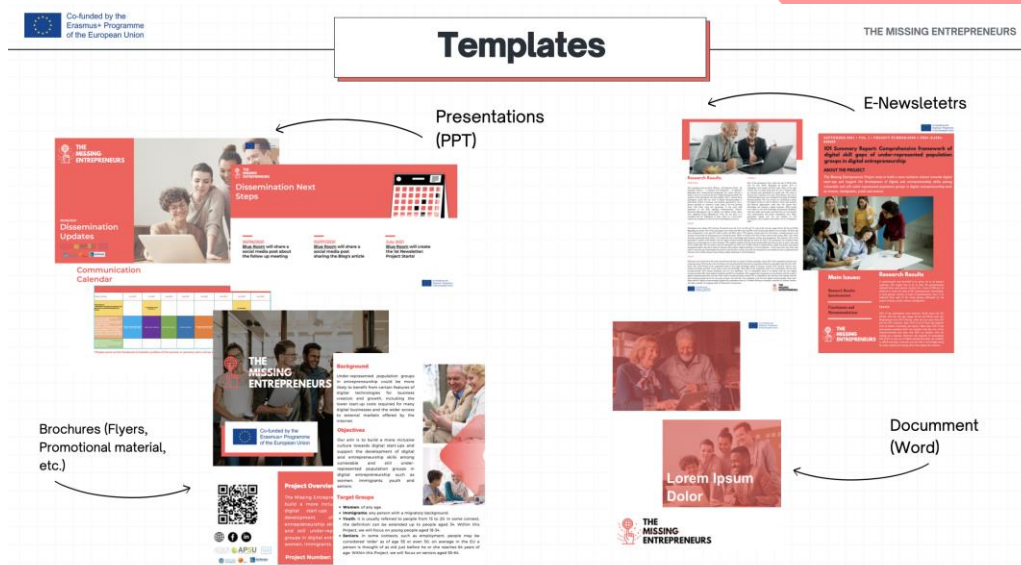
4.1 Project Identity



The Missing Entrepreneurs logo in its different extensions



The Missing Entrepreneurs Style Guide



The Missing Entrepreneurs Templates (Presentations, Documents, E-Newsletter & Brochures)

4.2 Dissemination Channels

4.2.1 Project Website

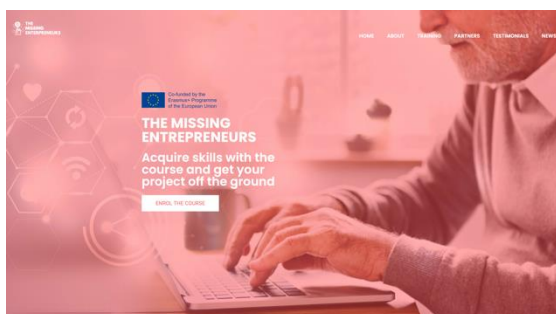
In order to disseminate the project and the different phases of it, we have developed a website with all the useful information, in order to communicate the most important progresses achieved.

The website has been managed and updated continuously throughout the project and consisted of basic information about project's objectives, targets and expected results, several news of the project and access to The Missing Entrepreneurs course. In order to administrate the website to update it, administrator access has been created.

This website <https://themissingentreprenurs.eu> provides a first access point for end-users, community members and other relevant parties. We have created a community of interested parties around The Missing Entrepreneurs, to accelerate their involvement, and to create awareness of the project results.

The website is the key means communicating project results and manages and updated continuously throughout the project. The website consists of basic information about project's objectives, targets and impact, a brief description about the implementation methodology, contact persons and information about the project partners and their host organisation.

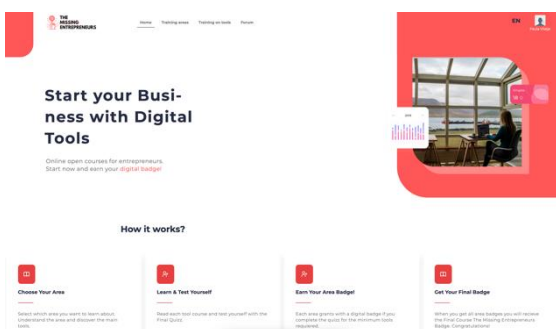
All other information has been provided through the website's blog and newsletters that has been posted on a regular basis to disseminate project results and information about key outputs including items such as meeting results, latest delivery updates, interim and final results and reports, case studies, etc. Every blog posts has been shared via The Missing Social Media accounts.



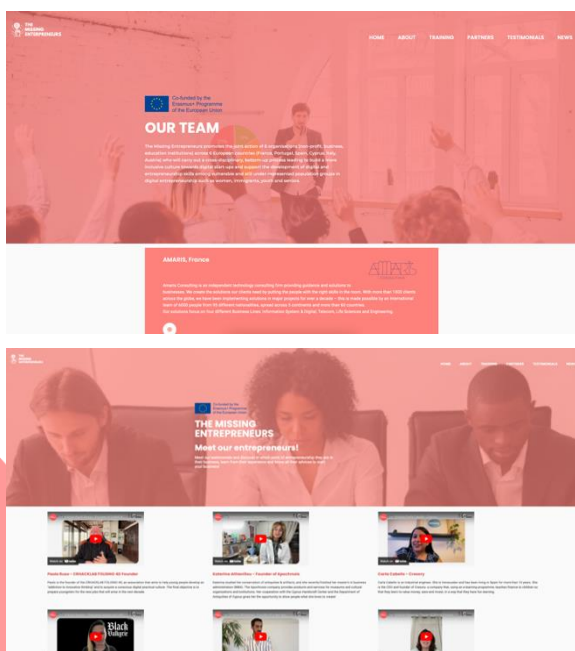
Home: This section contains a part where you can enroll on The Missing Entrepreneurs training and a short description about the main goal of the project plus the main project results expected.



About: This section explains the background of the project, how the project can contribute to address the different challenges explained in the background. Also, it contains project objectives, its expected results and to whom the course is addressed.



Training: Access to the platform & The Missing Entrepreneurs course.



Partners: An extended overview of the consortium linked to each partner website.

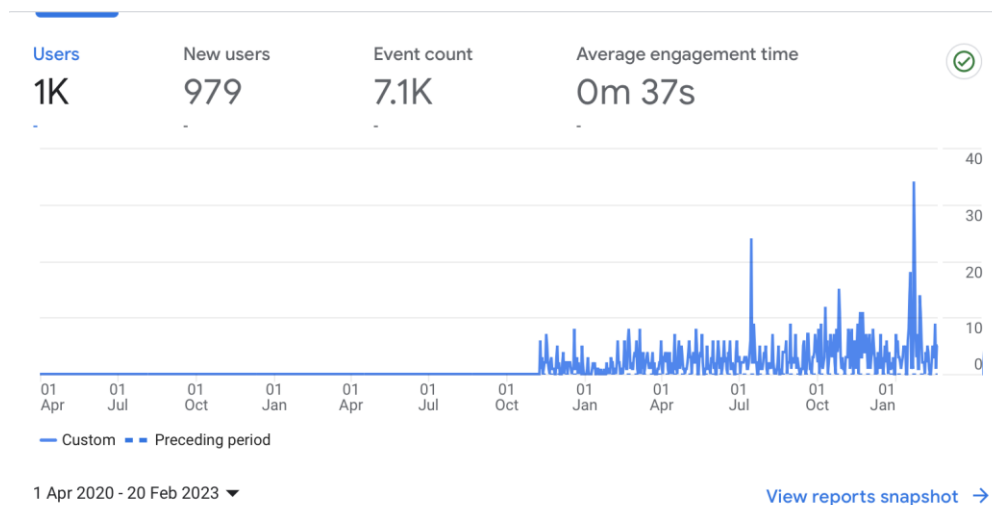
Testimonials: An overview of all the testimonials campaign. Each testimonial has a video, with her or his name and a short description.



News: In this part all the news/posts related to the project have been published.

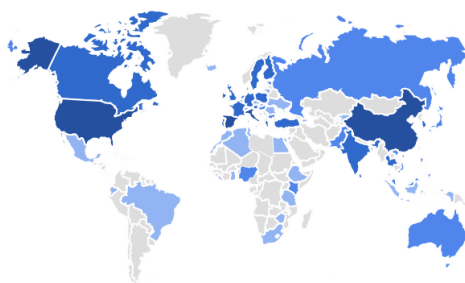
4.2.2 Website Analytics

The website contains a plugging, which has allowed us to extract an analysis of the data from the project website of these 3 years of the project:



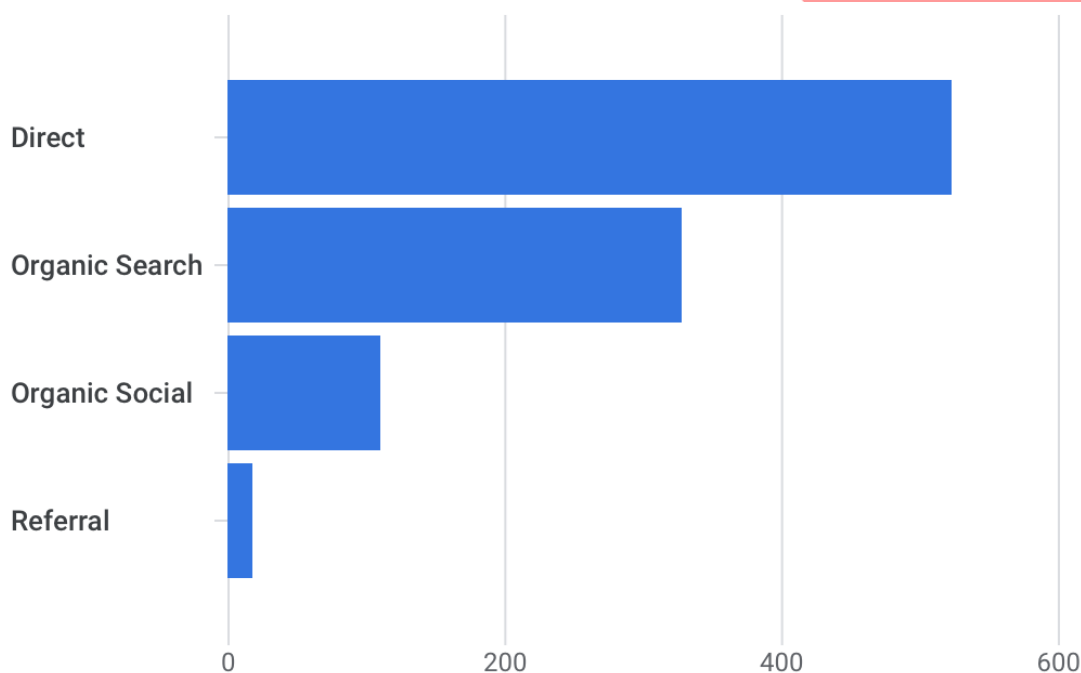
Total Page Visits

Users ▼ by Country ID ▼



COUNTRY ID	USERS
<u>United States</u>	265 -
<u>Spain</u>	103 -
<u>Cyprus</u>	80 -
<u>Italy</u>	79 -
<u>China</u>	75 -
<u>Austria</u>	46 -
<u>France</u>	45 -

Visitors per Country



New users by First user default channel group

First user default channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Comments
	979 100% of total	699 100% of total	42.08% Avg 0%	0.68 Avg 0%	0m 37s Avg 0%	7,061 100% of total	
1 Direct	523	361	36.95%	0.64	0m 30s	3,814	
2 Organic Search	328	273	52.7%	0.83	0m 55s	2,493	
3 Organic Social	110	48	35.56%	0.44	0m 20s	611	
4 Referral	18	15	50%	0.83	1m 03s	143	

First user default channel group

4.2.3 E-Newsletter

There were 4 different issues of e-newsletters (see the below table), including relevant information about outputs and activities of the project and events, which were distributed among target groups and stakeholders.

Issue Number	Focused On	Link to the Issue
I (September 2021)	IO1 Summary Report: Comprehensive framework of digital skill gaps of under-represented population groups	https://themissingentrepreneurs.eu/wp-content/uploads/2023/02/The-Missing-Newsletter-I.pdf

	in digital entrepreneurship	
II (June 2022)	Pilot Trainings on the European Academy on Inclusive Digital Entrepreneurship are upcoming	https://themissingentrepreneurs.eu/wp-content/uploads/2023/02/The-Missing-Newsletter-II.pdf
III (October 2022)	The Missing Entrepreneurs the European Academy of Inclusive Digital Entrepreneurship!	https://themissingentrepreneurs.eu/wp-content/uploads/2023/02/The-Missing-Newsletter-III.pdf
IV (January 2023)	The Missing Entrepreneurs Multiplier Events & End of the Project!	https://themissingentrepreneurs.eu/wp-content/uploads/2023/02/The-Missing-Newsletter-IV.pdf

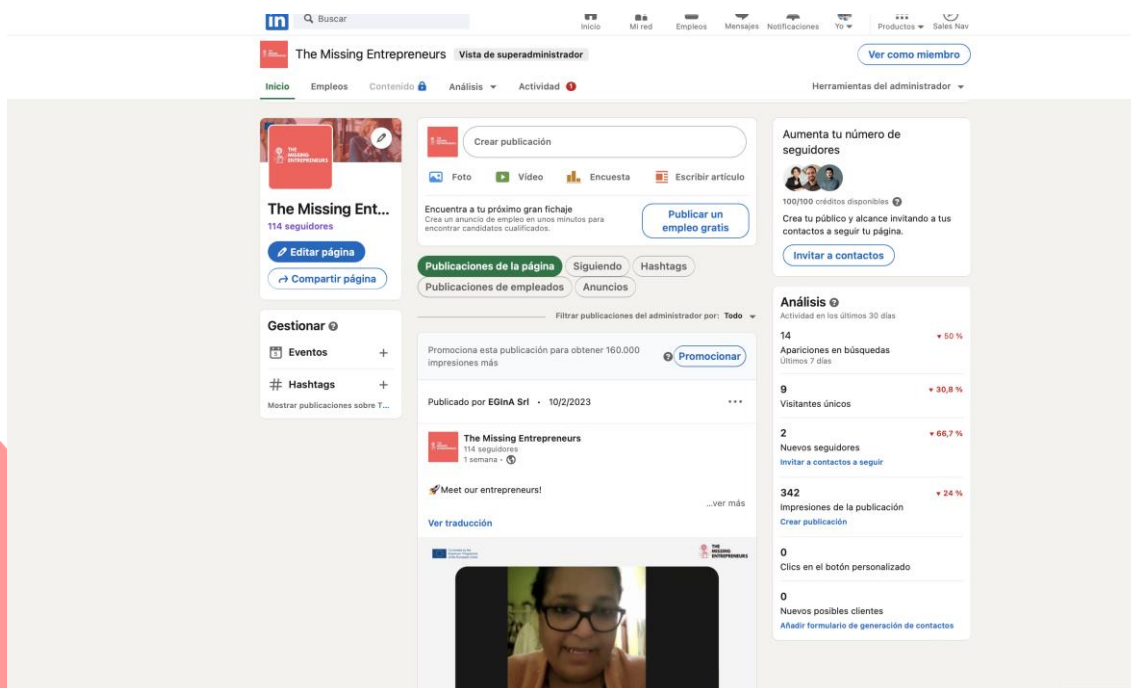
4.2.4 Social Media

Different communication channels were created to disseminate the events and the news related to the project:

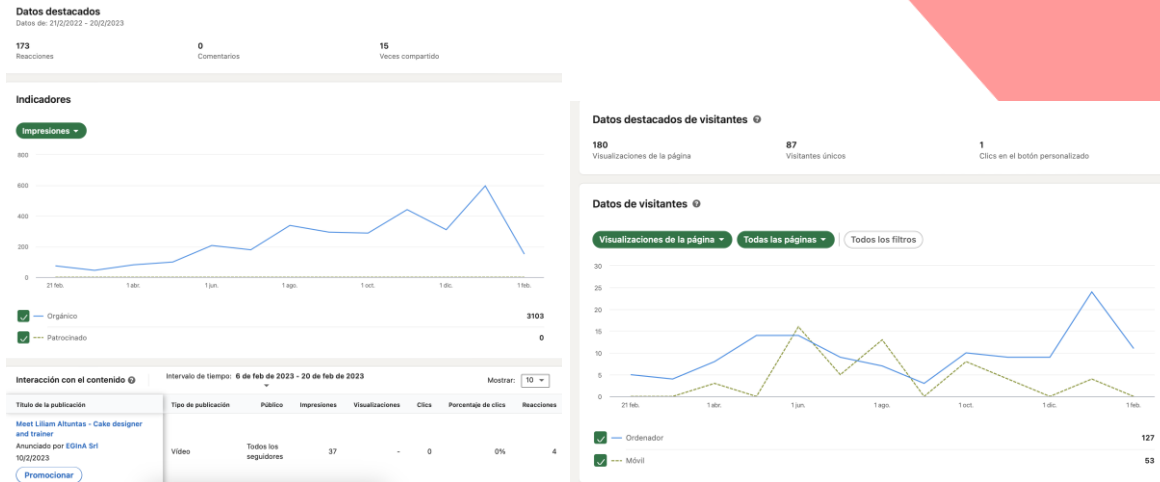
LinkedIn

URL: <https://www.linkedin.com/company/73226284/>

Followers: 114



LinkedIn page The Missing Entrepreneurs



LinkedIn The Missing Entrepreneurs Analytics

Facebook

URL: <https://www.facebook.com/themissingentrepreneurs>

Followers: 158





People who likes: 144







Facebook page The Missing Entrepreneurs

Page overview


Discovery

 Abast de la publicació	95
 Interacció amb la publicació	71
 New Page likes	7
 New Page Followers	8

Interaccions

 Reactions	64
 Comentaris	0
 Comparticions	0
 Photo views	1
 Link clicks	1

Un altre

 Hide all posts	0
 Unfollows	0

Facebook The Missing Entrepreneurs Analytics

Hashtags

For better visibility and impact for the project, all consortium has been using the following hashtags when sharing something in social networks:

Erasmus Plus General Hashtags

#ErasmusPlus #ErasmusPlusProjects #Epeople

The Missing Entrepreneurs Specific Hashtags

**#TheMissingEntrepreneurs #entrepreneurs #entrepreneurship
#digitalentrepreneurship**

5. Dissemination Activities per Country

Italy: https://themissingentrepreneurs.eu/wp-content/uploads/2023/02/The-Missing-Entrepreneurs_Dissemination-Report_IT.xlsx

Austria: https://themissingentrepreneurs.eu/wp-content/uploads/2023/02/The-Missing-Entrepreneurs_Dissemination-Report_AU.xlsx

Portugal: https://themissingentrepreneurs.eu/wp-content/uploads/2023/02/The-Missing-Entrepreneurs_Dissemination-Report_PT.xlsx



Cyprus: https://themissingentrepreneurs.eu/wp-content/uploads/2023/02/The-Missing-Entrepreneurs_Dissemination-Report_CY.xlsx

France: https://themissingentrepreneurs.eu/wp-content/uploads/2023/02/The-Missing-Entrepreneurs_Dissemination-Report_FR.xlsx

Spain: https://themissingentrepreneurs.eu/wp-content/uploads/2023/02/The-Missing-Entrepreneurs_Dissemination-Report_SP.xlsx

6. Dissemination & Promotional Events per Country

Italy

Organization	European Grants International Academy srl
Venue	Roma, Corso Vittorio Emanuele II, 217 – CPIA 3
Date	27/10/2022
Number of attendees	23
IOs presented during the event	IO1, IO2, IO3, IO4 and IO5
Dissemination Materials	  <p>Fig. 1 – Agenda of the Multiplier Event</p> <p>Fig. 2 – Presentation shared during the Multiplier Event</p>

Austria

Organization	die Berater Unternehmensberatungs GmbH
Venue	TOP-Lokal, Fleischmarkt 18, 1010 Vienna
Date	13/10/2022
Number of attendees	28 external + 14 internal


IOs presented during the event	IO1, IO2, IO3, IO4 and IO5
Dissemination Materials	 <p>The invitation card for the Multiplier Event, titled 'Digitalisierung, Nachhaltigkeit, Entrepreneurship, Arbeitsmarkt'. It features logos of the Erasmus+ project, the event date (13. Oktober 2022, 16:00 bis 19:00 Uhr), and the location (TOP-Lokal, Pilschowsplatz 18, 10249 Berlin). The text describes the event as a networking opportunity for entrepreneurs and professionals in the digital and sustainable sectors. It also mentions the event is free of charge and includes a reception and refreshments. The bottom of the card displays logos of various partner organizations like TUTOR, VOICE, and others.</p>

Fig. 1 – Invitation of the Multiplier Event

Cyprus




Organization	Center for Social Innovation - CSI
Venue	2033 Wine & Cocktail Bar, Arch. Makarios III, 2-4, Nicosia 1065, Cyprus
Date	28/11/2022
Number of attendees	25
IOs presented during the event	IO1, IO2, IO3, IO4 and IO5
Dissemination Materials	 <p>The dissemination materials for the Cyprus event include an agenda and a presentation. The agenda, titled 'Ετήσιες Αναρχίες, επιχειρηματικότητα και κοινωνική αλλαγή', lists the event details: November 28th, 18:00-21:00, at 2033 Wine & Cocktail Bar. It outlines a program with speakers from various organizations and a networking session. The presentation, titled 'Κέντρο Κοινωνικής Καινοτομίας', features the CSI logo and social media links (Website, Facebook, Instagram) and provides contact information for the center.</p>

Fig. 1 – Agenda of the Multiplier Event




Fig. 2 – Presentation shared during the Multiplier Event

Portugal


Organization	Associação Portuguesa de StartUps (APSU)
Venue	Espinho Vintage Guest House – Rua 30, 793, 4500-302 Espinho
Date	18/11/2022

Number of attendees	45
IOs presented during the event	IO1, IO2, IO3, IO4 and IO5
Dissemination Materials	  <p>Fig. 1 – Agenda of the Multiplier Event</p> <p>Fig. 2 – Poster of the event shared on social media</p>

France

Organization	AMARIS France
Venue	Online
Date	31/01/2023
Number of attendees	13
IOs presented during the event	IO1, IO2, IO3, IO4 and IO5
Dissemination Materials	   <p>Fig. 1 – Agenda of the Multiplier Event</p> <p>Fig. 2 – Invitation of the Multiplier Event</p> <p>Fig. 3 – Brochure of the Multiplier Event</p>

Spain

Organization	Blue Room Innovation SL
Venue	DinàmiG - Agència d'Innovació i Desenvolupament de la Garrotxa. C. Bisbe Lorenzana 15, 17800, Olot (Girona)
Date	30/01/2023
Number of attendees	11 external + 3 internal
IOs presented during the event	IO1, IO2, IO3, IO4 and IO5
Dissemination Materials	<p>Ets empresari/a o vols crear un nou negoci? Vols implementar eines digitals i no saps per on començar?</p> <p>Des de Blue Room Innovation, empresa tecnològica de Girona, el dijous 30 de gener de 2023 duren a terme un acte formatiu destinat a empresaris/es que tenen negocis tradicionals o empreses de nova creació.</p> <p>En aquest esdeveniment es donaran a conèixer diferents eines digitals gratuïtes centrades en negocis, les quals t'ajudaran a gestionar el teu negoci i promoure els teus productes, i t'inspiraran com fer-les servir de la manera més fàcil!</p> <p>L'esdeveniment és gratuït i es realitzarà DinàmiG, Agència d'Innovació i Desenvolupament de la Garrotxa C. Bisbe Lorenzana 15, 17800, Olot (Girona) el dia 30 de gener de 2023 de 15:00 a 17:00.</p>  <p><i>Fig. 1 – Invitation of the Multiplier Event</i></p> <p><i>Fig. 2 – Poster of the event shared on social media</i></p>

Organization	Blue Room Innovation SL
Venue	Sala d'actes Isabel Vilà del Mercadal de Girona (c. Cort reial, 7 – Girona)
Date	31/01/2023
Number of attendees	9 external + 4 internal
IOs presented during the event	IO1, IO2, IO3, IO4 and IO5

Dissemination Materials



Fig. 1 – Invitation of the Multiplier Event

Fig. 2 – Poster of the event shared on social media