



# EIT COMMUNICATIONS & STAKEHOLDER RELATIONS



European Institute of  
Innovation & Technology

The EIT is a body of the European Union



# COMMUNICATIONS & STAKEHOLDER RELATIONS

ENHANCING VISIBILITY, AWARENESS & UNDERSTANDING OF THE  
EIT COMMUNITY

EIT external communication  
activities (incl. digital, press &  
network coordination)

Engagement with EIT stakeholders  
(incl. 3<sup>rd</sup> countries & international  
organisations)

Policy support & strategic advice to  
EIT Director and Governing Board

Supporting EIT synergies &  
complementarities with EU/  
national/ regional innovation policies  
& support mechanisms



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# EIT EXTERNAL COMMUNICATIONS



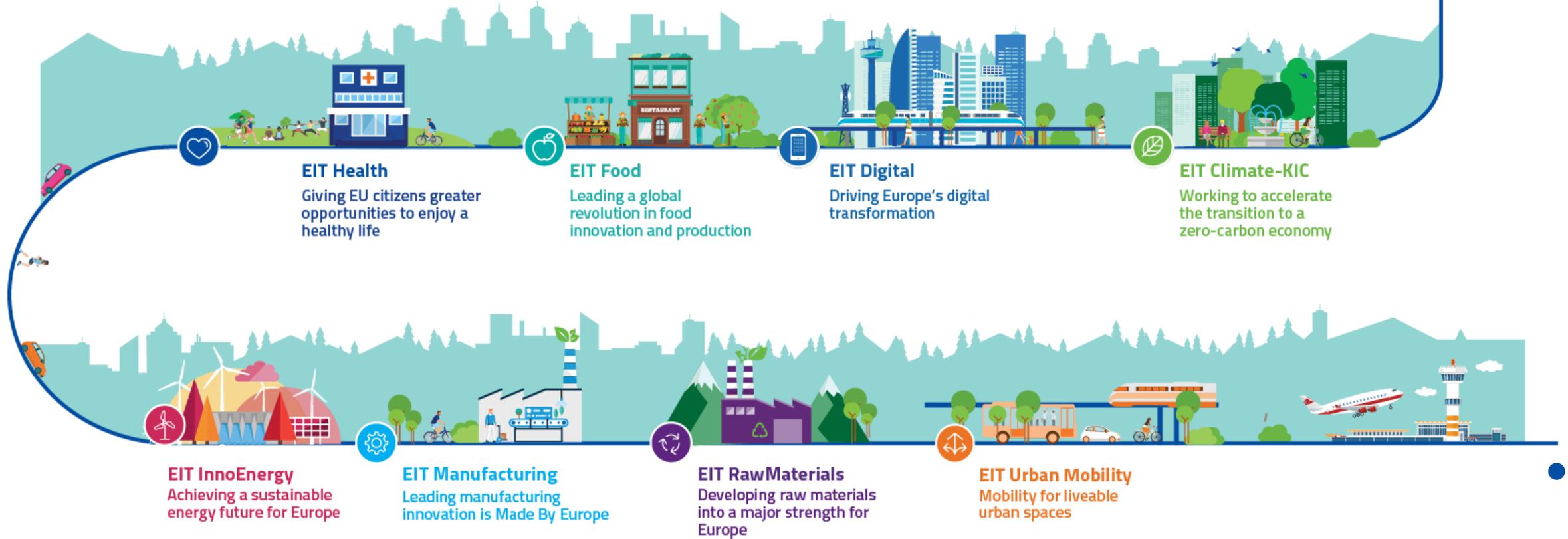
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# POWERING INNOVATORS ACROSS EUROPE



# EIT INNOVATION COMMUNITIES



# EIT COMMUNICATIONS

**GOAL:** raise EIT awareness, visibility & understanding across Europe

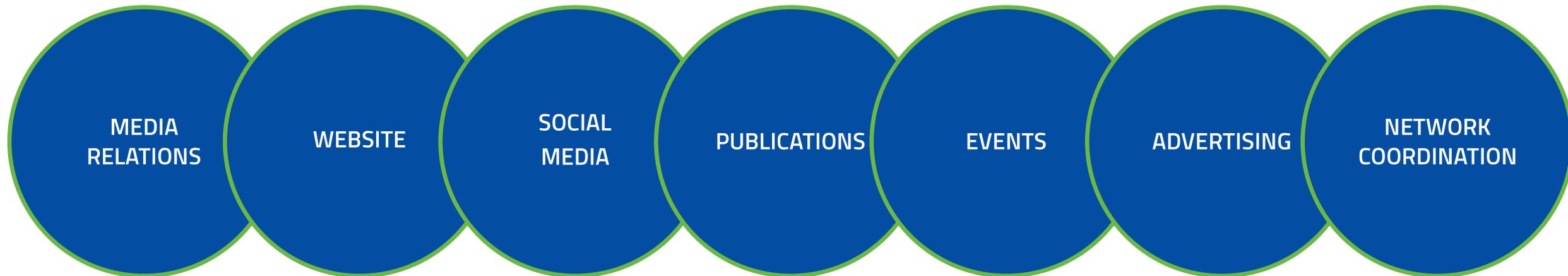
## TARGET AUDIENCE:

- EU and national decision- and policy-makers
- Brussels-based policy influencers and multipliers including business, research and higher education
- Media

# EIT EXTERNAL COMMUNICATIONS



Active sharing of EIT Community activities, opportunities & achievements with audiences across the EU and beyond through a wide range of communications tools and channels:



# EIT COMMUNICATIONS ACTIVITIES

## EIT CORPORATE COMMUNICATIONS

- EIT Branding & Communications Strategy
- Briefings, speeches & presentations
- EIT collateral (videos, leaflets, brochures, promotional items, etc.)

## EIT MEDIA RELATIONS

- Development of pro-active media engagement
- Press events
- Media support, incl. briefings, monitoring and trainings

## EIT COMMUNITY COMMUNICATIONS

- Communications Working Group
- Support to EIT Urban Mobility and EIT Manufacturing
- News & events EIT Community

# EIT COMMUNICATIONS ACTIVITIES

## EIT DIGITAL COMMUNICATIONS

- [eit.europa.eu](http://eit.europa.eu) & [innoveit.eu](http://innoveit.eu)
- Social media engagement across EIT channels (Twitter, Facebook, LinkedIn & Instagram)

## EIT CAMPAIGNS

- Annual campaign incl. #INNOVEIT & #EITAWARDS

# COMMUNICATING EUROPE

- E** EU emblem
- U** Unified messaging → focus on 1 message & repeat
- R** Real stories of real people → 'human angle'
- O** Ordinary citizens, ordinary language → speak to people in their language
- P** Personalised local content → go local
- E** Emotions → use to back up facts & capture's people attention





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# ENGAGING WITH EIT STAKEHOLDERS



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# EIT STAKEHOLDER RELATIONS

**OBJECTIVE:** Engage with EIT stakeholders in a targeted, timely and systemic manner

## TARGET AUDIENCE:

- EU stakeholders (national, regional & EU level)
- International organisations and third countries
- EIT Community (EIT Innovation Communities and their partners)

## AREAS OF RESPONSIBILITY:

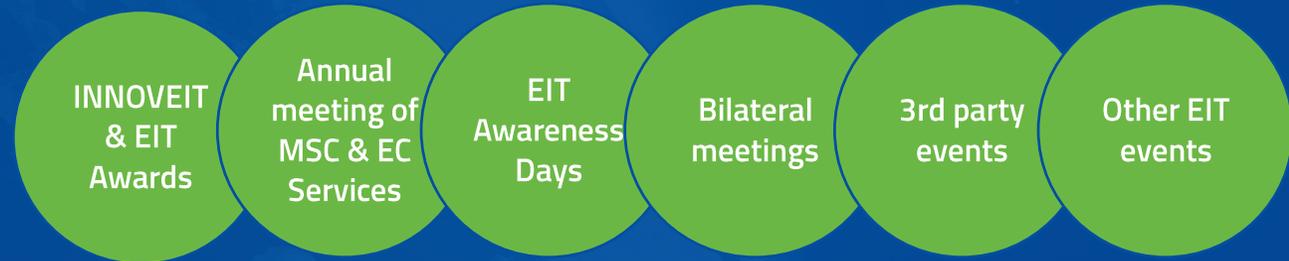


# STAKEHOLDER RELATIONS Section Responsibilities

Relations with Stakeholders  
from EU, 3<sup>rd</sup> countries &  
international organisations

- Stakeholder Engagement Plan
- EIT Liaison Office Brussels
- EIT Policy Working Group
- EIT Global Outreach Working Group

Events & Awareness Raising



Policy Support & Strategic Advice

- Briefings & ppts for EIT GB and Management Team
- Country Factsheets
- Policy Monitoring
- Policy Notes

# EIT STAKEHOLDERS OVERVIEW

- Council of the European Union
- European Parliament
- European Commission
- European Social and Economic Committee
- Committee of the Regions
- European Court of Auditors

EIT GOVERNING BOARD

EIT HEADQUARTERS

EIT Climate-KIC

EIT Digital

EIT InnoEnergy

EIT Health

EIT Raw Materials

EIT Food

EIT Urban Mobility

EIT Manufacturing

EIT ALUMNI

## STRATEGIC STAKEHOLDERS

- Member States/ MSC
- European Parliament / ITRE/CULT/ CONT/ BUDG Committees
- European Commission: EAC, RTD, GROW, REGIO + thematic DGs
- European Multiplier Organisations (LERU, EUA, EARTO, BusinessEurope, COST, NCPs)
- Horizon Associated Countries
- Media
- Potential future Innovation Community 'applicants'

## EIT SECONDARY STAKEHOLDERS

- European Parliament other Committees
- Higher education institutions & students
- Business (incl. SMEs)
- Research centres
- EIB, EIF, NASDAQ, VCs, business angels, etc.
- International organisations
- 3rd Countries (US, China)
- Hungary (as host country)

# EIT STAKEHOLDER RELATIONS - Common EIT Community Hubs

## BRUSSELS: EIT House

- *Meeting and exhibition space* to showcase and promote the EIT Community activities + innovators & innovations, products & services, start-ups and scale-ups powered by EIT
- Temporary *co-working space* for EIT Community

## GLOBAL OUTREACH: Silicon Valley, Tel Aviv and Beijing

- Promote EIT's innovation model & activities to attract talents and partners
- Connect EIT (EU) ecosystem with outreach location for knowledge exchange and enhanced collaboration
- Power the growth of European ventures & facilitating collaborative innovation projects
- Temporary *co-working space* for members of the EIT Community



# INNOVATION MADE IN EUROPE

## 2019 EIT AWARDS WINNERS



**Michael Dittel**  
LeafTech

EIT CHANGE Award  
Supported by EIT  
Climate-KIC



**Marc Julien**  
Diabeloop

EIT Innovators Award  
Supported by EIT  
Health



**Sara Guimarães  
Gonçalves**  
Trigger.Systems

EIT Woman Award  
Supported by EIT  
InnoEnergy



**Matthew Dickson**  
CorPower Ocean

EIT Venture Award  
Supported by EIT  
InnoEnergy



**David Pistoni Perez**  
Zeleros

EIT Public Award  
Supported by EIT  
Climate-KIC



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