

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. 3rd 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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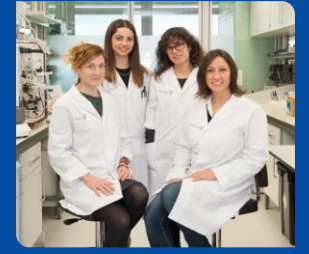
EIT EXTERNAL COMMUNICATIONS



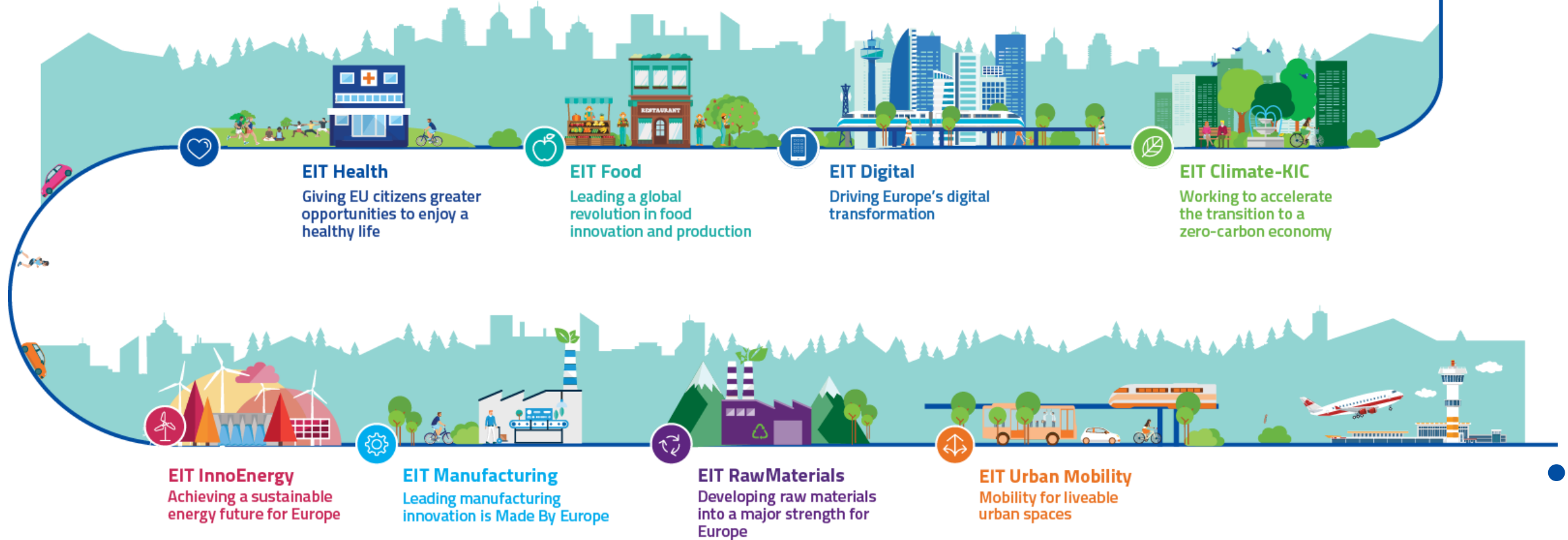
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POWERING INNOVATORS ACROSS EUROPE



EIT INNOVATION COMMUNITIES



EIT COMMUNICATIONS

GOAL: raise EIT awareness, visibility & understanding across Europe

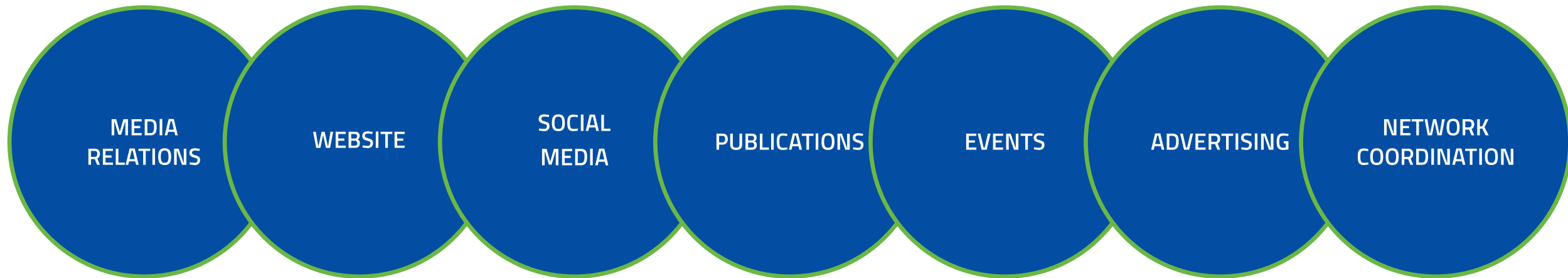
TARGET AUDIENCE:

- 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 & 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:

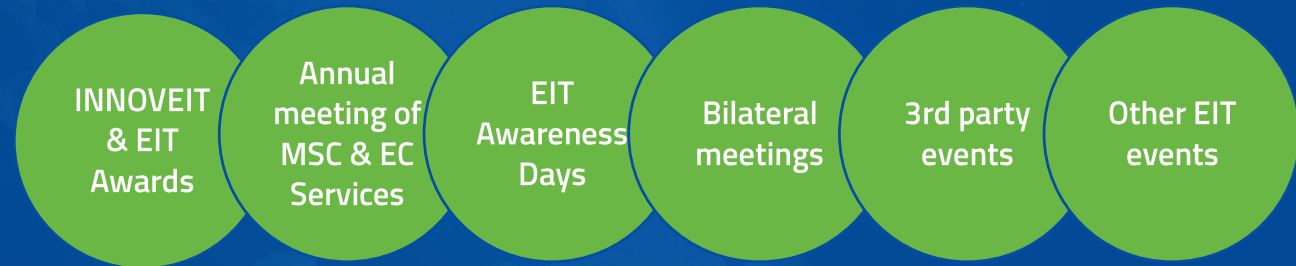


STAKEHOLDER RELATIONS Section Responsibilities

Relations with Stakeholders
from EU, 3rd countries &
international organisations

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

Events & Awareness Raising

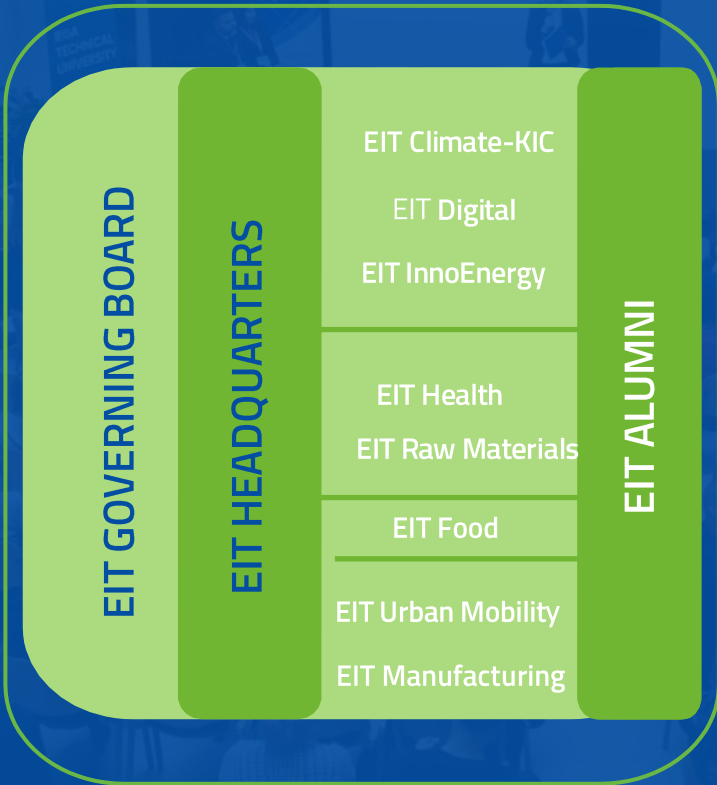


Policy Support & Strategic Advice

- 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



- ### 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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