



Stimulating and Connecting the FINEST Experimentation Practices and Spaces

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Communication, Engagement and Dissemination (CED) Plan v.3

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Executive Summary

Effective communication, engagement and dissemination (CED) are essential to the success of the FINEX project. They ensure that key messages reach the right audiences, support the visibility of project activities and outcomes, and help build a strong network of stakeholders across Europe.

In general, CED plan aims to:

- raise awareness, ensuring project visibility via effective actions and channels;
- engage with key stakeholders, creating the conditions for an effective mobilisation and engagement of end users that contribute to the project;
- foster outreach, via communication of the results across Europe and the development of a community around the project objectives; influence key decision-makers, particularly regulators, by sharing and transferring relevant conclusions derived from the activities and project outcomes;
- boost sustainability, paving the way for future exploitation through effective collaboration of stakeholders during and after the project ends.

This document is an update of D1.4, the first version of the Communication, Engagement and Dissemination (CED) Plan and D1.8, the second version of the CED Plan. While D1.4 outlined the main strategies for CED activities and D1.8 provides an overview of the CED approach and activities implemented by the FINEX project during its first year, then D1.11 gives an overview of M13-M18's CED activities and future plans. Specifically, the document:

- highlights the channels, tools and activities used to engage stakeholders, raise awareness and promote cleantech innovation across the six participating countries;
- brings together key outcomes from various communication efforts, including homepage, social media and events, offering a comprehensive picture of the project's visibility and outreach;
- outlines future plans to maintain consistent stakeholder engagement and strengthen the project's presence across relevant communities;
- serves as a reference point for assessing the impact of CED activities and refining strategies to support the broader goals of FINEX.

While the project has generally followed the planned event schedule, some upcoming activities have been consolidated to optimise resources and improve overall efficiency and impact. During the M13-M14, each partner country organised one local event that included three joint sessions addressing T4.3, T5.2, and T6.1. However, as the primary target group of T4.3 was not sufficiently reached through these joint sessions, it was decided that an additional dedicated T4.3 event will be organised in each country (in total 6 events) during M17-M22. These events will specifically target public authorities responsible for legal, regulatory and fiscal policies.

The present deliverable is directly related to the work that is performed under WP1 in Task 1.6: Communication and Engagement & Dissemination Strategy, Task 1.7: Setup of CED channels and primary tools and Task 1.8: Communication and Dissemination activities. Due to its overarching nature,

communication, engagement and dissemination activities are part of each WP and activity performed under this project.

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List of Terms and Definitions

Table 1: Definitions

Abbreviation	Definition
CED	Communication and Engagement and Dissemination
Deep tech	“Deep tech is technology that is based on cutting-edge scientific advances and discoveries and is characterised by the need to stay at the technological forefront by constant interaction with new ideas and results from the lab. Deep tech is distinct from ‘high tech’ which tends to refer only to Research & Development intensity.” - EISME standard definition
EC	European Commission
EU	European Union
GA	Grant Agreement
IE	Innovation Ecosystem
KPI	Key Performance Indicator
M	Month
MM	Man Month
MS	Milestone
PC	Project Coordinator
R&D	Research and Development
SME	Small and Medium-sized Enterprise
WP	Work Package

1. Introduction

In EU-funded initiatives, communication, dissemination and engagement activities are not only formal obligations but also essential elements that provide significant added value. They increase the visibility of the research, strengthen the standing of participating organizations and help stakeholders grasp the project's relevance and contribution to a wider context. Moreover, such efforts enable partners to sharpen their professional profiles within the research community, generate potential economic gains and attract future users of the project's outputs. Collectively, these actions play a vital role in enriching Europe's research and innovation ecosystem and in sharing knowledge that can be further developed by others.

FINEX applies a structured and coherent approach to communicating its work and outcomes to both expert audiences and the general public. This systematic outreach helps raise awareness about the project, the challenges it addresses, and the value of collaborative research, innovation and funding mechanisms.

For coordination and support actions like FINEX, ensuring wide dissemination and active engagement with relevant audiences is essential during the project's lifespan and beyond. Effective dissemination makes it possible to bring results to potential users while exploring opportunities for partners to pursue commercial exploitation. When carried out successfully, these efforts contribute not only to scientific and technological advancement but also to the broader social capital of the European Union.

1.1 Scope of the document

This FINEX project deliverable provides an overview of CED activities, highlighting the actions taken so far, the assets used and the target groups reached. It outlines the project's efforts to share its findings, engage stakeholders and maximize its impact through various channels and strategies.

Key sections covered:

- **Communication channels used:** This section provides an overview of the communication channels utilized by the FINEX project so far to engage its target audiences. Additionally, it includes key statistics to demonstrate the reach and impact of these channels, showcasing their role in building awareness, fostering stakeholder engagement and ensuring the project's message reaches the intended audiences effectively.
- **Events organized and participated:** This section outlines the various events organized by the FINEX project partners, as well as those they have participated in representing FINEX project activities. It includes details on both physical and virtual events, highlighting the key themes, objectives and outcomes. It also provides an overview of the audience reached, showcasing the project's engagement with stakeholders and its role in fostering collaboration and knowledge sharing.
- **Planned activities for the next period:** This section presents the activities and initiatives that will be carried out during the upcoming phase of the FINEX project and beyond its conclusion.

in August 2026. It covers planned events and additional outreach actions aimed at strengthening engagement with key target groups.

1.2 Relation to other tasks and deliverables

The present deliverable is directly related to the work that is performed under WP1 in Task 1.6: Communication and Engagement & Dissemination Strategy, Task 1.7: Setup of CED channels and primary tools and Task 1.8: Communication and Dissemination activities. Due to its overarching nature, communication, engagement and dissemination activities are part of each WP and activity performed under this project.

According to FINEX project work plan 4 deliverables are produced describing CED activities, channels, tools and provide an overview of the communication actions taken:

- *D1.4 Communication, Engagement and Dissemination (CED) Plan – already submitted with the deadline end of December 2024*
- *D1.5 CED Toolkit - already submitted with the deadline end of January 2025*
- *D1.8 Communication, Engagement and Dissemination (CED) Plan (v.2) – already submitted with the deadline end of August 2025*
- *D1.11 Communication, Engagement and Dissemination (CED) Plan (v.3) – current document.*

D1.4 provided a comprehensive overview of the CED strategy planned for the FINEX project, including details on target groups, communication assets and key events. D1.5 focused on the project's communication tools and branding. D1.8 is an updated version of D1.4. showing the main activities done during the first project's first year and usage of the communication assets. D1.11 is an updated version of D1.4 and D1.8 giving an overview of CED activities during M13-M18 and future plans (see section 4 of this document).

2. Communication channels

The FINEX project draws on a well-established partner network, enabling communication activities to be widely amplified through each organization's own channels. This joint effort significantly broadens the project's reach and supports engagement with a variety of stakeholder groups. Alongside the partners' contributions, FINEX has created dedicated communication tools of its own, such as a project homepage and social media presence. These platforms help maintain coherent and aligned messaging, boost the project's visibility, and reinforce its identity across multiple audiences and communication environments.

2.1 Social media channels

[FINEX LinkedIn page](#) is used to share updates on project milestones, keeping followers informed about key achievements and developments. LinkedIn serves as a professional networking platform, ideal for connecting with business professionals, industry experts and potential partners. It serves as a tool for direct community engagement, encouraging dialogue and collaboration. Engagement with the social media presence of other organizations will amplify discussions around relevant ecosystem developments, fostering a stronger network of support.

We have established a consistent posting schedule to keep our audience informed and engaged. The frequency of posts has been adjusted in line with the pace of project activities, ensuring that content remains timely and relevant. Each post includes a clear call to action, encouraging followers to join the conversation and share feedback. To maintain a strong visual identity, all posts are accompanied by branded FINEX visuals or relevant photos.

FINEX project uses its project LinkedIn account and project partners social media accounts to make relevant and engaging posts.

- FinEst Centre for Smart Cities, TalTech: [LinkedIn](#) (FinEst Centre for Smart Cities), [Twitter](#), [Facebook](#)
- Aalto University: [LinkedIn](#)
- 28DIGITAL (former EIT Digital): [LinkedIn](#) (28DIGITAL), [Facebook](#)
- Cleantech Group: [LinkedIn](#) (Cleantech for Europe)
- KIOS Center of Excellence for Research & Innovation: [LinkedIn](#), [Twitter](#), [Instagram](#), [Facebook](#).
- University of Cyprus: [LinkedIn](#)
- Sunrise Valley Science & Technology Park: [LinkedIn](#) (Sunrise Tech Park)
- Riga Technical University: [LinkedIn](#) (RTU Science and Innovation Centre)
- The Big Data for Smart Society Institute (GATE), Sofia University St. Kliment Ohridski: [LinkedIn](#) (GATE Institute)
- HEC Paris: [LinkedIn](#) (HEC Paris - Innovation & Entrepreneurship Institute), [LinkedIn](#) (HEC Paris Sustainability & Organizations Institute (S&O))

2.1.1 LinkedIn analytics

In this section we have gathered the analytics from our preferred professional social media platform – LinkedIn.

FINEX LinkedIn key statistics

Table 2: LinkedIn key statistics

	M1-M12	M13-M18 results	Total
Total number of followers	125	52	177
Total number of posts	29	21	50
Page views	300	181	481
Impressions	4800	5183	9983
Clicks	170	194	364
Reactions	165	154	319
Engagement rate	7.2	6.9	Average 7.05

When considering the different durations of the periods, the LinkedIn performance shows clear improvement in communication intensity and efficiency. During M1–M12 (12 months), 29 posts were published, averaging approximately 2.4 posts per month. In contrast, during M13–M18 (6 months), 21 posts were published, averaging 3.5 posts per month. This represents a significant increase in posting frequency in the second period.

Despite covering only half the time, M13–M18 generated more impressions (5183 vs. 4800) and more clicks (194 vs. 170) than the first 12 months. This indicates stronger content performance and improved audience responsiveness on a per-month basis. The engagement rate remained stable (7.2 vs. 6.9), demonstrating consistent audience interaction despite increased posting activity.

Overall, the M13-M18 reflects a more intensive and effective LinkedIn dissemination strategy, resulting in higher monthly visibility, stronger engagement efficiency and growing impact of the FINEX project's communication efforts.

FINEX LinkedIn followers' top 3 statistics by location, industry and job function

Table 3: LinkedIn followers' statistics

Location	Followers by the end of August 2025	Followers by February 2026
Tallinn Metropolitan Area, Estonia	30	38
Helsinki Metropolitan Area, Finland	11	12
Sofia Metropolitan Area, Bulgaria	6	10

Other	78	117
Industry	Followers by the end of August 2025	Followers February 2026
Higher Education	38	50
Research Services	17	20
Government Administration	9	13
Other	61	94
Job function	Followers by the end of August 2025	Followers by February 2026
Research	34	39
Education	9	15
Program and Project Management	9	8
Business Development	8	17
Other	65	98

The LinkedIn performance of the FINEX project account demonstrates steady and meaningful growth between August 2025 and February 2026, reflecting increasing visibility and engagement within the project's target audiences. Follower numbers increased across all key geographic regions, with particularly strong growth in the Tallinn Metropolitan Area and notable expansion in Sofia and Helsinki.

From an industry perspective, the largest growth was observed in Higher Education and Research Services, which aligns closely with the core objectives of FINEX in fostering innovation, research collaboration and knowledge exchange. Growth within Government Administration further suggests increasing relevance of the project to policy and public-sector stakeholders.

In terms of job functions, the account has strengthened its engagement with research and education professionals, while also substantially increasing its visibility among business development audiences. This reflects FINEX's positioning at the intersection of research, innovation and market-oriented collaboration.

Top 5 LinkedIn posts based on impressions

Impressions in LinkedIn show the total number of times your LinkedIn update is visible for at least 300 milliseconds. This tracks when the post is also, at minimum, 50% in view to a user that's logged into LinkedIn.

Clicks show whether the post was interesting for people to read more and open the photos, or also whether a call-to-action in the post worked. In other words, a user engaged with the post instead of just scrolling past it. On LinkedIn, clicks are counted when a signed-in member clicks on your post, company name or logo.

Table 4: FINEX LinkedIn posts based on impressions during M13-M18

Post title	Impressions	Clicks
FINEX project is accelerating cleantech through regulatory sandboxes by hosting the policy workshop “Accelerating experimentation with Sandbox initiatives”.	630	19
FINEX project has reached an exciting milestone! Five pilot projects have been selected across Europe to accelerate the green and digital transition!	599	12
Lithuania brings a strong circular innovation to the FINEX pilot portfolio with Fivrec	447	20
Read the full article on Estonia’s opportunities and barriers and FINEX Cross-Regional Matchmaking Event	441	11
FINEX has released a new report showcasing best practices for cleantech and deep tech experimentation spaces!	419	19

Top 5 LinkedIn posts performance during M13–M18 shows consistent engagement, with over 2500 impressions and 81 clicks, indicating that the content resonates well with the audience. The most engaging posts highlight project milestones, pilot selections, events and partner contributions, suggesting that updates showcasing collaboration, tangible results and opportunity to be part of discussion through workshops and seminars are particularly effective.

These insights will guide the future LinkedIn content strategy, focusing on milestone-driven updates, success stories, and concrete project outcomes to further grow the FINEX community and drive meaningful interaction.

2.2 Homepage

The FINEX homepage provides an overview of the project’s goals and objectives, introduce the project team and direct visitors to other channels where essential information about project activities can be

found, including the project's social media channels and communication platforms of project partners. This homepage serves multiple important purposes. It offers comprehensive documentation of the project's progress, methodologies and results, ensuring transparency and accountability to stakeholders and funders (all public deliverables are available on project's homepage). Additionally, it serves as a valuable reference for project partners, stakeholders and future projects.

The FINEX homepage exists as a microsite embedded within the homepage of [FinEst Centre for Smart Cities](#) (TalTech), as the FinEst Centre is the project coordinator responsible for all communication, dissemination and engagement activities. The homepage of FINEX project can be found [here](#). The FINEX homepage will also include links to all relevant project documentation, reports, funding agencies and funding mechanisms, making it a central hub for information related to the project.

The homepage is regularly updated with new information on public deliverables and reports. The website is managed by the FinEst Centre for Smart Cities (TalTech), ensuring that all content remains accurate, relevant and aligned with the project's goals.

2.2.1 Homepage statistics

The FINEX homepage was launched in early September 2024 as the central online hub for project-related information and updates. Since then, it has shown steady traffic and engagement, especially during the project's initial launch phase.

Key statistics and insights:

- Total views: ~1160 page views since launch
 - Average per month: ~68 views
 - New visitors: About 48% of users are first-time visitors to the FinEst Centre website, indicating outreach beyond the existing audience
- User engagement:
 - Event count: Over 3900 times users triggered an event (click, download) showing that users are actively exploring project-related content
 - Peak activity period: September–November 2024, aligning with the project launch and first communication wave
- Top countries of origin:
 - Estonia
 - Finland
 - Netherlands
 - Cyprus
 - Lithuania
 - Latvia
 - France

These figures suggest that the homepage is not only attracting a diverse international audience but also successfully encouraging interaction with the content. The high engagement levels during the early months reflect the effectiveness of the initial launch strategy.

2.3 Articles and reports

As part of the FINEX project's communication activities, the consortium published its **first news articles** in autumn–winter 2025–2026, both at EU level and across each participating IE country, in multiple languages. These publications are focuses on the newly developed database of experimentation and testing opportunities available across the FINEX innovation ecosystems. The aim of these articles is to raise awareness among stakeholders about the diverse environments, programmes and support mechanisms each participating country offers for testing, validating and scaling innovative solutions.

These articles highlight the launch of the [Ecosystem Experimentation Spaces Resource Catalogue](#), a comprehensive mapping of collaborative spaces, business development programmes, experimentation facilities and funding opportunities across Estonia, Latvia, Lithuania, Finland, Cyprus and Bulgaria. Designed for innovators seeking the right environment to pilot new ideas, the catalogue provides a clear overview of available resources, capabilities and competences within the FINEX regions. Stakeholders are invited to explore the catalogue and identify the opportunities best suited to their needs.

Each IE country published the article with a focus on its own innovation ecosystem and available experimentation spaces. These articles were shared through project partners' websites and newsletters. This approach ensures stronger relevance for national audiences while enhancing the visibility of FINEX across all six innovation ecosystems.

Below is the list of articles published in each country between October 2025 and February 2026 as part of the FINEX communication activities:

Estonia:

- Article: Estonia accelerates Cleantech innovation through FINEX project
 - FinEst Centre's homepage in [English](#) and in [Estonian](#) (01.10.2025)
 - TalTech homepage in [English](#) and in [Estonian](#) (06.10.2025)

Lithuania:

- Article: Sunrise Tech Park supports Cleantech innovation through FINEX project
 - STP homepage in [English](#) and in [Lithuanian](#) (31.10.2025)

Latvia:

- Article: Riga Technical University and European Partners to Strengthen the Clean Technology Innovation Ecosystem
 - RTU homepage in [English](#) and in [Latvian](#) (03.11.2025)

Bulgaria:

- Article: GATE participates in Europe's efforts to accelerate cleantech innovation through the FINEX project
 - GATE Institute Website in [English](#) (10.10.2025)
- Article: Bulgaria contributes to Europe's cleantech development through FINEX ecosystem mapping
 - GATE Institute Website in [English](#) (05.11.2025)

Cyprus

- Article: FINEX: A European Real-World Testing and Piloting Infrastructure for Cleantech Innovation published in:
 - KIOS Center of Excellence for Research & Innovation [homepage](#) in [English](#) (19.12.2025)
 - Local [media page](#) in Greek ([Paideia News](#)) (08.01.2026)
 - [Newspaper Alithia](#) in Greek (12.01.2026)

Finland

- Article: Finland builds a connected Cleantech Ecosystem to accelerate green innovation.
 - Aalto University homepage in [English](#) (13.02.2026)

EU level

- Article: New Pan-European Platform Accelerates Cleantech Deployment Through Real-World Testing
 - 28DIGITAL homepage in [English](#) (03.02.2026)

FINEX project also published the report “[Experimentation and Support Tools & Services Best Practices](#)”, which is a key outcome from WP4. The purpose of the report is to present one of the project's most significant results in a clearer, more structured and more accessible way. The report consolidates and presents best practices, tools and support services for designing and operating high-performing experimentation environments for cleantech innovation, drawing on leading examples from across Europe and beyond to provide actionable guidance for stakeholders building and scaling innovation ecosystems.

The report is designed with concise messages supported by FINEX-branded visuals to ensure easy navigation and strong communication impact. It is publicly available on the [FINEX homepage](#) and has been disseminated through FINEX and partner social media channels, as well as via direct email communication to relevant networks and stakeholders.

2.4 FINEX Helpdesk

As a key communication and engagement asset of the FINEX project, the FINEX Helpdesk functions as the central point of contact and support for innovators, organisations and stakeholders interested in participating in FINEX activities. It was established to clearly communicate the services, opportunities, and support mechanisms available through the project and to facilitate engagement with the project's core activities.

The Helpdesk is hosted as a dedicated page on the 28Digital (former EIT Digital) website, accessible at <https://28digital.eu/finex-helpdesk>, where users can explore information on FINEX offerings, ask questions and find guidance on how to engage with project activities. Queries submitted via the Helpdesk are monitored and addressed, and the site also aggregates relevant resources and updates aimed at supporting innovators and stakeholders across Europe.

The FINEX Helpdesk serves multiple strategic purposes in the project's communication and engagement framework:

- **Central access point:** It consolidates essential information about FINEX, including participation opportunities, project materials, support pathways, event details and contact channels, making it a go-to resource for startups, scaleups, research bodies, corporates and public sector actors interested in experimentation and cleantech innovation.
- **Query support and guidance:** Users can submit enquiries through the FINEX Contact Form (managed by 28DIGITAL) or directly to the local representatives. Responses are provided by email and through updates on the page, ensuring stakeholders receive tailored support for their questions about engagement, eligibility or next steps.
- **Event promotion and registration:** Upcoming and past FINEX events, including workshops, policy dialogues and regional matchmakings, are featured on the page, enabling stakeholders to access schedules, registration details and event contacts directly.
- **Overview of support pathway:** It explains the FINEX support pathway, beginning with matchmaking and extending to pilot planning, technical guidance and collaboration facilitation throughout 2025–2026, thereby helping stakeholders understand the structured progression of support offered by the project.
- **Experimentation and upscaling resources:** The Helpdesk links to a comprehensive [FINEX Resource Catalogue](#) that maps experimentation spaces, business development programmes, testbeds and funding opportunities across participating regions, helping innovators identify suitable environments or partners for testing and scaling their solutions.

By bringing key project information together in one place, offering easy access to events and resources, and responding directly to stakeholder enquiries, the FINEX Helpdesk plays a central role in the project's communication and engagement efforts. It makes participation easier, increases transparency and helps connect innovators, testbeds, research organisations and public sector actors across Europe.

The FINEX Helpdesk is actively promoted across all communication efforts, including social media posts, articles, newsletters and project events.

3. Events

FINEX's primary communication asset has been the organization of events, which has greatly supported the project by providing a platform to demonstrate progress, encourage collaboration, and engage directly with key stakeholders.

3.1 Events organized

The FINEX project has hosted several targeted workshops and seminars to support stakeholder engagement and strengthen project impact. According to the project GA, D1.4 CED Plan and D1.8 CED Plan v2, these following events had to be organised during M13-M18:

- Combined promotion, results validation and matchmaking sessions in each partner country and EU level (**T4.3 TalTech, T5.2 EIT Digital, T6.1 KIOS**).
- 1 Joint Inter-Regional FINEX Action Plan validation session per country elaborating on how to build upon the existing infrastructure for implementing the optimised/ scaled-up regulatory sandbox, living lab, test bed (**T6.2 TalTech**).
- 2 workshops for FINEX specific joint-measures and synergies exploitation targeting the FINEX regions/countries stakeholders, particularly national regulatory bodies with the aim to define and iterate specific joint-measures and synergies exploitation for the support and fostering the uptake of Cleantech disruptive technologies and solutions (part of the roadmap development D7.1) (**T7.2 HEC Paris / T7.2.1 STP**).

Next, according to the requirements agreed with the GA (presented above), all the organized events are presented and described.

3.1.1 Combined promotion, results validation and matchmaking sessions in each partner country and EU level (T4.3, T5.2 and T6.1)

In September and October 2025, the FINEX project organised a series of combined regional events across its six innovation ecosystems (Estonia, Latvia, Lithuania, Finland, Bulgaria and Cyprus) what happened face-to-face and one EU-level online session, integrating activities from **T5.2, T4.3 and T6.1**.

The reasoning behind organizing joint events across the work packages can be found in the D1.8 CED Plan v2 section 4.1.

These events consisted of three dedicated sessions; each clearly linked to the relevant task:

- Session 1: Helpdesk and FINEX Overview (T5.2): Introduction to the FINEX project, helpdesk, and support services available. This includes how participants can benefit from FINEX and access its tools and knowledge.
- Session 2: Experimentation Spaces and Support Actors (T4.3): Presentation of the national/regional experimentation spaces and support organisations, including key results, best practices, and stakeholder engagement.

- Session 3: Matchmaking (T6.1): Interactive matchmaking session to connect cleantech innovators with the experimentation spaces and support actors. Potential pairings were collected and used for further planning of the experimentation pilots.

This format, approved by the Project Officer, allowed the consortium to consolidate outreach efforts, validate results and initiate pilot partnerships efficiently while ensuring strong stakeholder engagement across all participating regions.

Invitations to the events were distributed **via email using each partner organization's established contact databases**. In addition to direct outreach, partners promoted the events through their **social media channels** and other communication outlets, such as **newsletters** and **country-based support organizations channels**, to increase visibility and reach a wider audience, ensuring that all interested parties had the opportunity to participate.

Main target groups for these seminars were:

- Innovators & startups looking for piloting opportunities.
- Researchers & labs with solutions ready to be tested.
- Policy actors & investors interested in cross-border innovation.
- Support organizations engaged in cleantech and digital transformation

All events held in each country included guest speakers and activities related to the respective fields.

Table 5: Number of participants in each FINEX matchmaking event

Country	Date	Organization of event	Total number of participants	Gender balance (men/women)
Cyprus	23.09.2025	In-person event hosted by KIOS Center of Excellence for Research & Innovation	26	17/9
Lithuania	25.09.2025	In-person event hosted by Sunrise Valley Science & Technology Park	23	11/12
Estonia	26.09.2025	In-person event hosted by TalTech	17	10/7
Bulgaria	30.09.2025	In-person event hosted by GATE	10	7/3
Latvia	30.09.2025	In-person event hosted by RTU	8	3/5
Finland	02.10.2025	In-person event hosted at Nordeep	5	2/3

		Summit . Presentation and discussions about FINEX at event by Aalto University		
All IE countries	14.10.2025	European level Cross-regional matchmaking online event hosted by EIT Digital and KIOS	34	17/17

Although participation in these events was somewhat limited, encouragingly, many key stakeholders who were unable to attend expressed strong interest by requesting the presentation materials afterward, allowing them to engage with the project and learn more about its objectives and value. In addition, several matchmaking efforts and new connections have also been established outside of these events through direct outreach and existing networks, further strengthening stakeholder engagement and the goal for matchmaking.

3.1.2 FINEX action plan validation session (T6.2)

As part of **T6.2**, TalTech hosted a joint Inter-Regional FINEX Action Plan validation session on 29th of October 2025. This internal event brought together all FINEX project partners to present their proposed action plans for the matchmade experimentation spaces and upcoming pilot projects. The session served as a collaborative forum to exchange experiences and best practices with sandboxes, living labs and test beds, as well as to offer advice on how to better support start-ups and scale-ups.

The overarching expectation is that each FINEX region or country will provide at least one experimentation space to test a minimum of one innovative solution pilot. To support this, partners worked interactively, together with FINEX expert partners, to refine and tailor their individual experimentation action plans. This process included aligning with solution providers to ensure that each experimentation space has the appropriate conditions, tools and support services in place, along with a suitable timeline for conducting the pilots and gathering meaningful results to inform future uptake

3.1.3 FINEX Policy Workshops (T7.2 & T7.2.1)

Part of the **T7.2** (subtask 7.2.1) we organized 2 workshops out of 3, where we explored successful policy measures for experimentation in the FINEX areas Energy Security and Renewable Integration, Sustainable Mobility and Transport Transformation, Built Environment and Infrastructure, Data, Governance and Public Engagement. The outputs from these events are useful part of the roadmap development for D7.1.

Both workshops were hosted online.

Target groups for these workshops were Q-helix stakeholders from FINEX regions/countries and EU level particularly policy institutions and regulatory bodies:

- Innovation ecosystem managers/coordinators
- Local government representatives working on sustainability/cleantech initiatives
- Technical experts in relevant cleantech areas
- Representatives from cleantech startups or SMEs
- Research/academic institutions working on cleantech solutions
- Industry representatives from sectors affected by the identified challenges
- Local environmental agencies or regulators
- Innovation hub or incubator managers
- Public utility companies (especially for challenges related to energy/water)
- Civil society organizations working on environmental issues

Invitations to participate in the event were sent **via direct email** to relevant target groups by each IE country organization using their contact databases. The information was also shared through the FINEX [LinkedIn channel](#) and the communication channels of partner organizations. Additionally, invitations were distributed to national **innovation support organizations**, which were asked to circulate the information through their own networks and channels.

These workshops were moderated by Sunrise Tech Park.

The first workshop “Accelerating experimentation with Sandbox initiatives”, what took place on 16th of December 2025, focused regulatory sandboxes, their development and implementation, aimed at accelerating experimentation and bringing innovations to market faster. The workshop featured Sandbox initiatives from FINEX countries providing examples on how regulatory sandboxes can accelerate the testing and market entry of new technologies. This thematic workshop focused on a targeted discussion among policy-relevant actors in the area of AI experimentation

[Event’s homepage](#) was hosted on FinEst Centre for Smart Cities homepage.

Insights what participants got from the event:

- Understanding of the role of FINEX experimentation spaces and how they support innovators and policymakers
- A concise overview of EU and national regulatory sandbox initiatives with practical examples from Lithuania, Estonia and Bulgaria showing how sandbox frameworks enable AI and cleantech innovation
- Knowledge of emerging EU policy directions shaping future experimentation frameworks

A total of 87 participants registered for the event, of whom 55 ultimately attended. Among those registered, 48 were female and 39 were male. The registrants represented a diverse range of stakeholder groups: 47 individuals (54%) came from higher education institutions, 28 (32%) from policy-related organisations, and 12 (14%) from business associations, clusters and similar entities.

The second workshop “Accelerating Experimentation in Sustainable Mobility and Transport”, what took place on 19th of February 2026, focused on sustainable mobility and transport, providing an overview of EU and Member State initiatives, along with concrete examples of how they are designed, implemented and used to accelerate experimentation and bring innovations to market. Featuring sandbox initiatives from FINEX project’s partner countries, the agenda highlighted practical examples and fostered targeted discussion among policy and innovation stakeholders, particularly in sustainable mobility and transportation.

[Event’s homepage](#) was hosted on FinEst Centre for Smart Cities homepage.

Insights what participants got from the event:

- Understanding of the role of FINEX experimentation spaces and how they support innovators and policymakers.
- A concise overview of EU and national sustainable mobility and transport initiatives with practical examples from Lithuania, Estonia and Cyprus showing how sandbox frameworks enable sustainable mobility and transport innovation.
- Insight into emerging EU policy directions shaping future experimentation frameworks.

3.2 Participated events

The FINEX project was also presented at several public events, where the team engaged in networking and delivered presentations to introduce the project’s objectives and activities, highlighting how different stakeholders can benefit from its outcomes.

2nd – 3rd of October 2025, [Nordeep Summit](#)

- **Partner:** Aalto University
- **Type:** Promotion event / Matchmaking event
- **Location:** Finland (European level)
- **Audience:** Start-ups, innovators, policy makers, incubators, support organizations
- **FINEX Participation:** Dr. Kalle Toiskallio presented the FINEX matchmaking opportunities and the FINEX HelpDesk services at Aalto’s pavilion, outlining how these tools support start-ups and scale-ups in accessing experimentation spaces, regulatory guidance, and cross-regional collaboration. In addition to the presentation, he held individual discussions with four start-ups, providing tailored guidance on how they could engage with FINEX, benefit from the available support mechanisms, and explore suitable pathways for piloting their innovative solutions.

8th of October 2025, [Digital Agenda Cyprus Summit](#)

- **Partner:** KIOS CoE
- **Type:** Promotion event

- **Location:** Cyprus (Regional level)
- **Audience:** Policymakers, Innovators, Stakeholders, Start-ups. SMEs, managers, academic researchers, developers, large companies, cooperations, government technology developers
- **FINEX Participation:** Dr. Yiota Victoria Phakoukaki and Dr.Christiana Papamichael attended the Digital Agenda Cyprus Summit and promoted the FINEX project. Nicosia, Cyprus, being an international service centre, is becoming a regional education hub with 6 Universities, 30K students, from more than 120 countries. Living in changing times the summit gathered A-class technology speakers and policymakers to discuss about the future of humanity in regional and European perspective a concept fully aligned with the FINEX objectives.

9th – 10th of October 2025, [EIT Cyprus Impact Festival](#)

- **Partner:** KIOS CoE
- **Type:** Promotion event
- **Location:** Cyprus (Regional level)
- **Audience:** Policymakers, Innovators, Stakeholders, Start-ups. SMEs, managers, academic researchers, developers, large companies, cooperations, government technology developers
- **FINEX Participation:** Dr. Yiota Victoria Phakoukaki and Dr. Christiana Papamichael participated in the EIT Cyprus Impact Festival, a premier two-day innovation and entrepreneurship event hosted at the CYENS Centre of Excellence in Nicosia, bringing together policymakers, industry leaders, investors, researchers, startups, and representatives from the EIT Knowledge and Innovation Communities (KICs) to advance collaborative solutions and strengthen Cyprus's role within the European innovation ecosystem. At the festival, they had a FINEX project booth where they represented FINEX, promoted the project's results and pilot activities, and engaged with attendees during matchmaking and networking sessions. They also highlighted the FINEX Helpdesk, best practices results and project catalogue, explaining how stakeholders can explore the experimentation spaces and testbeds available across the FINEX network. Through these interactions, they contributed to raising awareness of ongoing innovation opportunities and facilitated dialogue with ecosystem participants.

13th of November 2025, [TalTech Entrepreneurship Day 2025](#)

- **Partner:** TalTech
- **Type:** Promotion event
- **Location:** Estonia (Local level)
- **Audience:** Innovators, Start-ups, SMEs, academic researchers, developers, large companies, cooperations

- **FINEX Participation:** FINEX participation included engagement in the exhibition area, where the FINEX project activities were presented to a wide range of stakeholders, including researchers, policy makers, startups and companies. The participation provided an opportunity to showcase best practices and to present the FINEX catalogue to relevant audiences.

4. Planned activities for the next period

As the FINEX project approaches its conclusion in August 2026, only six months remain in its implementation period. During the second year, the project's focus has shifted toward pilot activities and the dissemination of results. The main efforts now concentrate on supporting the experimentation, testing, and piloting of deep-tech and cleantech solutions across the participating FINEX innovation ecosystems.

From a communication, engagement and dissemination standpoint, this stage represents a transition toward increased public visibility. The objective is to highlight the value FINEX offers to cleantech and deep-tech innovators by helping them identify suitable partners and environments for testing and scaling their solutions. The project aims to connect start-ups, scale-ups, corporates, research groups, testbed providers, public institutions and investors, fostering collaboration to accelerate innovation in four priority areas: clean energy, sustainable transport, the built environment and smart governance.

After the project ends it is important to keep our target groups notified about the key outcomes of the project: [FINEX Helpdesk](#), "[Experimentation and Support Tools & Services Best Practices](#)" catalogue, [FINEX Resource Catalogue](#) and Policy roadmap. These resources can continue to be promoted through partner networks, referenced in future innovation initiatives, and integrated into national or regional support services. They can also be used to guide new experimentation activities, inspire policy discussions, and support start-ups and scale-ups seeking testing or development opportunities. By regularly sharing these assets through websites, newsletters and professional networks, we can help ensure that the value created by FINEX remains visible and beneficial to stakeholders well beyond the project's lifetime.

Further details on how these key outcomes will be utilised will be provided in D7.3 "Exploitation, Replicability and Sustainability (ER&S) Plan v2," which is due at the end of April 2026.

4.1 Planned events

According to the project GA, D1.4 CED Plan and D1.8 CED Plan v2, the following events are to be organised before the end of the project:

- 6 results promotion events, min. 1 per region or country for public authorities responsible for legal, regulatory and fiscal policies covering all targeted, to validate project results, reaffirming of the stakeholders commitment for the FINEX continuous deployment and its EU-wide coverage expansion **(T4.3, TalTech)**.
- 1 European-Level FINEX Action Plan presentation and promotion, to enhance knowledge sharing and tailored development of best practices. **(T6.3 KIOS)** As the event is also about implementing and learning of the pilots, it will be co-organised together with events under WP7.

- 1 online mobilisation and mutual learning workshop per year at European level with FINEX 'sister' projects (also funded under HORIZON-EIE-2023-CONNECT-02-01) involving all relevant stakeholders and interested parties (**T7.1 TalTech**).
- 1 workshop for FINEX specific joint-measures and synergies exploitation targeting the FINEX regions/countries stakeholders, particularly national regulatory bodies with the aim to define and iterate specific joint-measures and synergies exploitation for the support and fostering the uptake of Cleantech disruptive technologies and solutions (part of the roadmap development D7.1) (**T7.2 HEC Paris / T7.1 STP**).
- 2 EU level joint measures exercise results promotion and learnings uptake to target possible policy and regulatory implications for EU level regulatory and supporting actors (**T7.3 HEC Paris**).
- 6 promotion results uptake events for other IEs across Europe intended on sharing the project results, learnings, as well as, promoting the network expansion (**T7.3 HEC Paris, Cleantech-EU, 28Digital**).

4.2 Other planned activities

According to D1.8 CED Plan v2 we planned to issue two articles per region during the second half of the project. The first article was published once we finalised the database of experimentation and testing opportunities across our IEs (see section 2.3 from this report). The **second article** will focus on the pilots themselves, highlighting selected cases, early results and how the project is contributing to real-world implementation of cleantech innovations.

The goal is to publish the second article also in each participating country. As each country will host its own pilots and activities, the content will be tailored accordingly to reflect local developments, partners, and impact stories. This approach ensures greater relevance for national audiences and strengthens the visibility of FINEX across all six IE.

We will maintain an active presence on **LinkedIn** to expand our audience and strengthen visibility around FINEX results. Social media will continue to serve as a valuable channel for engaging stakeholders and communicating updates as they happen. Since the LinkedIn account is managed by the FinEst Centre, which is also the lead partner of the FINEX project, the account will remain active after the project ends, and relevant activities will continue to be shared where seems appropriate.

The **FINEX Helpdesk** will further reinforce these communication efforts by promoting upcoming events, major milestones, and opportunities for collaboration, serving as a central contact point for innovators and partners. Because the FINEX Helpdesk is hosted on the 28Digital website, it will remain accessible after the project concludes. Key resources and outcomes produced through FINEX are stored on the Helpdesk, ensuring long-term availability. These materials will continue to be referenced in future activities wherever relevant, helping to sustain the project's impact and support ongoing innovation efforts.

At the same time, the **FINEX website** will continue to serve as the main platform for accessing project information, including all publicly available deliverables. The homepage, hosted on the FinEst Centre's website, will remain online after the project has ended, ensuring that all materials and resources stay publicly accessible to stakeholders and interested users.

5. References

1. FINEX Grant Agreement
2. FINEX Consortium Agreement
3. D1.4 Communication, Engagement and Dissemination (CED) Plan
4. D1.8 Communication, Engagement and Dissemination (CED) Plan v2

Annex I: List of WPs and Corresponding Leaders

WP No	Work Package Title	Lead Participant No	Lead Participant Short Name
WP1	Project Management, Communication and Dissemination	1	TalTech
WP2	More inclusive and gender equal innovation ecosystems	2	Aalto
WP3	Cleantech priority areas selection and validation	7	Sunrise STP
WP4	Capacity building - Enhancing Cleantech innovation ecosystems connectivity, resources and competitiveness	5	Cleantech-FR
WP5	Attracting and Accelerating Cleantech Innovators	3	EIT DIGITAL
WP6	Experimentation spaces and pilots: Action Plan Development & Deployment	6	KIOS CoE UCY
WP7	Impact assessment, regulatory policy formulation and results exploitation	4	HEC Paris

Annex II: List of Milestones

MS No	Milestone Name	Responsible Partner	WP(s)	Month	Means of Verification
1	Validation of Cleantech use-cases is completed	SUNRISE STP	WP2, WP3	7	Workshop with stakeholders, WP3 closure.
2	Mapping and assessing of the FINEX IE existing level of maturity of RCCs is completed	TalTech	WP4	8	Report and toolkit with best practices, tools, resources, services is disseminated among stakeholders.
3	FINEX Experimentation practices and spaces deployment action plan ready	TalTech	WP5, WP6	13	Workshop with the solutions providers from each FINEX region.
4	Joint-expert support framework finalised to the organisations running and deploying the experimentation spaces and activities	TalTech	WP4, WP5, WP6	24	Service launched and made public on the C&D channels.
5	FINEX Experimentation practices and spaces deployment action plan implementation started	KIOS CoE UCY	WP4, WP5, WP6	24	Defined use-case pilots conducted.
6	Policy roadmap for strategic agenda and recommendations for governments and IE actors developed	HEC Paris	WP6, WP7	24	Roadmap disseminated to the stakeholders and made openly available via a best practices and policy papers (digital-) repository.

Annex III: FINEX Gantt Chart

Gantt chart		Leader	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
WP1	Project Management, Communication and Dissemination (24 months)	TalTech	1 24																								
T1.1	Coordination and quality management (M1-M24)	TalTech	D1.1																								
T1.2	Multidisciplinary Expert Advisory Board (MEAB) setup and engagement (M1-M24)	EIT Digital																									
T1.3	Project Meetings and reporting (M1-M24)	TalTech																									
T1.4	Planning and Risk Management (M1-M24)	TalTech	D1.2				D1.6				D1.9																
T1.5	Ethics and Responsible Data Management and Open Science practices (M1-M24)	Aalto	D1.3				D1.7				D1.10																
T1.6	Communication, Engagement & Dissemination Strategy (M1-M3)	TalTech	D1.4				D1.8				D1.11																
T1.7	Setup of CED channels and primary tools (M1-M4)	TalTech	D1.5																								
T1.8	Communication and Dissemination activities (M3-M24)	TalTech																									
WP2	More inclusive and gender equal innovation ecosystems (24 months)	Aalto	1 24																								
T2.1	Gender Action Plan continuous development (M1-M24)	Aalto	D2.1				D2.2				D2.3																
T2.2	Monitoring and promotion (M3-M24)	Aalto																									
WP3	CleanTech priority areas selection and validation (11 months)	STP	1 11																								
T3.1	Identify areas where the multi-sectoral and/or emerging nature of some innovations ... (M1-4)	STP																									
T3.2	Identify legal, regulatory, fiscal, technical, and operational pre-requisites or ... (M2-M5)	Cleantech-EU																									
T3.3	FINEX Policy Lab: identifying regulatory and legal levers for experimentation in ... (M3-11)	CLIMATE-KIC (until 31.03.2025) HEC Paris (from 1.04.2025)																									
T3.4	Select most representative Cleantech use-cases building on the partners strengths... (M4-M11)	STP					D3.1																				

