



Stimulating and Connecting the FINEST Experimentation Practices and Spaces

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Communication, Engagement and Dissemination (CED) Plan v.2

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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. While D1.4 outlined the main strategies for CED activities, D1.8 provides an overview of the CED approach and activities implemented by the FINEX project during its first year. Specifically, the document:

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

The main changes compared to the first CED Plan concern the consortium composition, as EIT Climate-KIC withdrew from the project and HEC Paris joined. These adjustments influenced both communication activities and the organisation of events. While the project has largely followed the planned event schedule, certain upcoming events have been consolidated to optimise resources and ensure greater efficiency.

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 projects, communication, dissemination and engagement are not only contractual requirements but also critical components that offer numerous advantages for the project. These include enhancing the visibility of the research, bolstering the reputations of participating partners, and aiding stakeholders in understanding the topic and its significance within the broader context of the project. Additionally, these efforts allow partners to refine their profiles within the scientific community, derive economic benefits and potentially attract users of the project's results. Overall, these activities contribute to strengthening the research and innovation landscape in Europe and disseminating knowledge that others can build upon.

FINEX follows a systematic strategy to communicate the project's activities and results to specialized stakeholders as well as the broader public. This approach raises awareness about the project, challenges it tackles and the benefits of collaborative research, innovation and funding.

For coordination and support actions like FINEX, the dissemination of results and engagement with the target audience are crucial both during the project and after its completion. Effective dissemination ensures that results are shared with potential users while safeguarding the possibility of commercial exploitation by project partners. Successful dissemination not only advances scientific progress but also enhances the 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 outlines the upcoming initiatives and activities for the FINEX project in the next period. It includes plans for events and other outreach efforts designed to increase engagement with target audiences.

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) – current report
- D1.11 Communication, Engagement and Dissemination (CED) Plan (v.3) – deadline end of February 2026

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 on the first reporting period and usage of the communication assets.

2. Communication channels

The FINEX project benefits from a strong network of partners, ensuring that most communication efforts are amplified through their respective channels. This collaborative approach enhances outreach and engagement with diverse audiences. In addition to leveraging partner networks, FINEX has also developed its own communication assets, including social media channel and homepage. These assets support a unified and consistent messaging strategy, increasing visibility and strengthening the project's identity across different stakeholders and communication platforms.

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.

Since the launch of the FINEX LinkedIn page in November 2024, 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 accounts to make relevant and engaging posts. All accounts are listed in D1.4.

2.1.1 LinkedIn analytics

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

LinkedIn key statistics by the end of August 2025

Table 2: LinkedIn key statistics

Total number of followers	125
Total number of posts	29
Page views	300
Impressions	4800
Clicks	170
Reactions	165

Engagement rate	7.2
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LinkedIn followers' statistics by the end of August 2025

Table 3: LinkedIn followers' statistics

Location	Total followers
Tallinn Metropolitan Area, Estonia	30
Helsinki Metropolitan Area, Finland	11
Sofia Metropolitan Area, Bulgaria	6
Other	78
Industry	Total followers
Higher Education	38
Research Services	17
Government Administration	9
Other	61
Job function	Total followers
Research	34
Education	9
Program and Project Management	9
Business Development	8
Other	65

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: LinkedIn posts based on impressions

Post title	Impressions	Clicks
GATE Institute brings AI and	542	17

Big Data expertise to FINEX		
Results of FINEX study of best practices from leading innovation ecosystems	398	20
FINEX Cross-Regional Dialogue invites stakeholders to shape cleantech innovation	350	12
RTU leads development of FINEX Exploitation and Sustainability Plan	330	3
FINEX project officially launched with strong partner network	286	11

The LinkedIn analytics from the first reporting period indicate a strong foundation for building visibility and engagement within the cleantech and research communities. With 125 followers by the end of August 2025, the FINEX page has attracted a relevant audience primarily from higher education, research and government sectors, aligning well with the project's target groups. The geographic spread of followers, with concentrations in Estonia, Finland and Bulgaria, reflects the locations of key partners and stakeholders.

Post performance shows consistent engagement, with over 4800 impressions and 170 clicks, indicating that the content resonates with the audience. The most engaging posts highlight project milestones and partner contributions, suggesting that updates showcasing collaboration, impact and events are particularly effective. These insights will guide the future content strategy to continue growing the community and driving 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, 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 key project milestones. 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: ~740 page views since launch
 - Average per month: ~62 views
 - New visitors: About 50% of users are first-time visitors to the FinEst Centre website, indicating outreach beyond the existing audience

- User engagement:
 - Event count: Over 2400 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
 - Germany
 - 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 FINEX Helpdesk

As one of the communication assets, FINEX project established a joint interregional helpdesk to communicate the support and opportunities available through the project. This helpdesk provides

ongoing assistance to researchers, innovators, companies and other stakeholders working on disruptive and innovative solutions. By consolidating the extensive services and tools offered by FINEX partners and their networks, the helpdesk acts as a central support resource, using English as a common language.

EIT Digital established the helpdesk by setting up a static webpage on the EIT Digital website into the URL address <https://www.eitdigital.eu/finex-helpdesk/>, where everyone are able to submit their questions, with incoming queries monitored on a weekly basis and the questions with respective replies added into the page. Also, FINEX project's events are brought out on the webpage so relevant stakeholders can access this information easily and take part of these events.

Most importantly, the FINEX Helpdesk page serves as a central access point for information and support related to FINEX activities. It offers:

- Answers to enquiries from startups, scaleups, corporates, research institutions and public sector actors interested in experimentation and piloting opportunities.
- Clear guidance on how to participate in national and EU-level matchmaking events organised under WP5.
- An overview of the FINEX innovation support pathway, including access to experimentation spaces and piloting activities in WP6.
- A channel for collecting feedback from innovators to support capacity building in WP4 and improve event formats in WP5.
- Direct links to contact forms and support resources.

By consolidating essential information in one place, the helpdesk strengthens stakeholder engagement and supports the practical implementation of project goals.

More about the helpdesk can be read from D5.1 Helpdesk for innovators

3. Events

Main communication asset what FINEX has utilized is organizing events. This is highly beneficial to the project as it provides a platform to showcase progress, foster collaboration and engage directly with key stakeholders.

3.1 Events organized

In the first year The FINEX project has hosted several targeted workshops and seminars to support stakeholder engagement and strengthen project impact. According to project's CED plan first version (D1.4) organised events were under WP3, WP4, WP5 and WP7:

- 6 workshops on Cleantech use case enablers and barriers (legal, regulatory, fiscal, technical, and operational) using Challenge led system mapping method of Climate KIC (**T3.2 CLEANTECH-FR/ CLIMATE KIC**).
- 4 policy dialogues on regulatory and legal levers for experimentation in testbeds with 5-10 stakeholders on the Cleantech use cases identified in 6IEs of the project. These dialogues served as basis for a hybrid (or virtual) policy workshop engaging and discussing with the EU-level and FINEX IE regional/national supervisory authorities (**T3.3 HEC Paris**).
- 3 co-creation workshops to develop a plan to examine and support the uptake of potential CleanTech emerging technologies/products/services (**T4.2 CLEANTECH-FR**).
- 7 FINEX action and support services promotion events per year (min. 2 per targeted region/country, and 2 on a EU level engaging at least 2500 persons) to facilitate the deployment and potential commercialisation of new innovative solutions (**T5.2 EIT Digital**).
- 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**).

Next, all the organized events are presented and described.

3.1.1 Workshop: Cleantech development and perspectives in Lithuania

On 15 November 2024, the FINEX project was introduced to Lithuanian stakeholders during a national-level workshop organised by STP. The event gathered 29 (10 men, 29 women) participants, including Public authorities (38%), business support organisations (12%), research and academia (10%), other (40%)

Its main goals were to present the FINEX project, explore Lithuania's cleantech landscape and identify priority areas for further collaboration. The workshop created valuable awareness of the project's objectives and helped initiate local stakeholder engagement.

Communication about the event was carried out **via LinkedIn and direct email invitations**.

The event resulted in an initial list of cleantech priorities in Lithuania and enhanced awareness of the project's objectives. Audience feedback suggested strong interest in aligning national initiatives with FINEX's goals, offering valuable direction for future engagement.

3.1.2 Workshop: Cleantech Priority Areas - Selection and Validation

FINEX project organized in total 6 workshops in each IE under T3.2. The purpose of these workshops was to validate the cleantech priority areas identified in T3.1 and to identify various factors - financial, regulatory, political and operational - that could either drive or hinder the adoption of clean technology solutions in these priority areas across each of the six IE.

This work was an essential component of Objective D.3.1, which aims to finalize the Cleantech Priority Areas for each innovation ecosystem. These priority areas are strategically important, as they will directly inform the cleantech pilots to be developed in WP6.

The workshop's impact was multifaceted: they served as crucial convening events that bring together key stakeholders who are working on or knowledgeable about sustainability, cleantech, energy, built environment, transport, and other project-relevant areas. This format created valuable opportunities for stakeholders to meet, network and exchange ideas.

These workshops were **invitation-only events**. Relevant stakeholders were invited to workshops through direct email invitations by each partner using their own contact base. Invited audience were public and private actors such as government functionaries, R&I centres, technical universities and others.

Detailed information on the timing of each workshop held in different countries, the number of participants, gender balance, and the types of audiences involved can be found in **Annex IV**.

Conclusions of these workshops can be found from the D3.1 Cleantech priority areas selection.

3.1.3 FINEX Cleantech Policy Labs

FINEX project organized in total 4 workshops under T3.3. The FINEX Cleantech Policy Labs workshops were designed to bring together policymakers, industry leaders and researchers to identify key barriers and opportunities in each policy area; facilitate knowledge-sharing and co-creation among policymakers, industry experts, and civil society; and develop actionable policy recommendations to support sustainable innovation and EU alignment.

These workshops were built upon previous work of the project where stakeholders from each of the FINEX innovation ecosystems identified a shortlist of potential challenges and clean technology priority areas (see section 3.1.2 Workshop: Cleantech Priority Areas - Selection and Validation). Based on a carefully selected number of prioritized challenges, participants of this lab identified critical policy-related issues for the implementation of selected cleantech use cases.

These workshops were **invitation-only events** what means that partners from each country used their own connections and invited relevant stakeholders to participate.

It was designed to allow the participation of a selected number of participants in one the following groups of stakeholders:

Table 5: Stakeholder groups in FINEX policy lab workshops

Policymakers & Regulators	Industry & Private Sector	Academic & Research
<ul style="list-style-type: none"> • Government officials from relevant ministries, innovation agencies, or local authorities. • Legislators or policy advisors working on the topic. • Regulatory bodies responsible for enforcement and compliance. • Representative from EU Liaison Office in Brussels (innovation policy officer). 	<p>Representatives</p> <ul style="list-style-type: none"> • Business leaders and industry associations affected by the policy. • Start-ups and innovators working on solutions • Investors or funding agencies supporting policy-related initiatives. 	<p>Experts</p> <ul style="list-style-type: none"> • Researchers specializing in policy analysis, forecasting, or system innovation. • Think tanks providing evidence-based recommendations • Futurists and scenario-planning specialists.

Policy Lab Sessions (June 2 & 5, 2025)

- **Energy Security and Renewable Integration**
Topics: Fossil fuel reliance, grid limitations, energy storage, permitting barriers, public resistance, funding gaps.
Number of participants: 18 (8 women and 8 men)
- **Sustainable Mobility and Transport Transformation**
Topics: Private vehicle dependence, EV infrastructure gaps, regulatory barriers, low shared mobility uptake, public transport funding gaps.
Number of participants: 13 (9 women and 4 men)
- **Built Environment and Infrastructure Resilience**
Topics: Building inefficiency, renovation funding gaps, sustainable materials adoption, urban climate adaptation.
Number of participants: 10 (3 women and 7 men)
- **Governance, Data, and Public Engagement for Sustainability**
Topics: Data gaps, regulatory misalignment, public engagement deficits, coordination and funding needs.
Number of participants: 12 (4 women and 8 men)

Conclusions of these workshops can be found from the D3.1 Cleantech priority areas selection.

3.1.4 Driving European Cleantech Growth - FINEX Cross-Regional Dialogue

As part of Task 5.2, the FINEX project organized seven action and support services promotion events. Six of these were held at the national level in each IE country (Estonia, Latvia, Lithuania, Finland, Bulgaria and Cyprus) while one event was organized at the European level by EIT Digital.

The online events played a key role in raising awareness about FINEX and its outcomes among both regional and international stakeholders. They provided a platform for showcasing cleantech experimentation spaces and innovators, while actively encouraging stakeholder involvement and dialogue. These events also helped initiate collaboration opportunities with third parties and reinforced the consortium's positioning for future exploitation and policy alignment efforts.

In these seminars, the FINEX project team provided an overview of:

- How FINEX connects cleantech innovators with testbeds in six countries to support cross-border pilots?
- How to co-develop pilots in clean energy, mobility, smart buildings and digital infrastructure and governance?
- What defines a strong and scalable pilot?
- How FINEX provides matchmaking, expert support and EU-level visibility to help scale innovations?
- How you can be involved?

Invitations to these seminars were distributed **via email using the partner organizations' established contact databases** to ensure relevant stakeholders were reached. In addition to direct outreach, each partner promoted the events through their **social media channels** and other channels like **newsletter** to increase visibility and attract a broader audience, ensuring that all interested parties had the opportunity to participate.

Main target groups for these seminars were:

- Universities and universities of applied sciences
- Research and innovation institutions
- Cleantech startups and scaleups
- Public actors and testbed operators

Table 6: Number of participants in each FINEX Cross-Regional Dialogue event

Country	Total number of participants	Gender balance (men/women)
Estonia, Organized by TalTech	23	15/8

Lithuania, Organized by STP	17	9/8
Finland, Organized by EIT Digital	4	1/3
European level, Organized by EIT Digital	15	5/10
Latvia, Organized by RTU	37	28/9
Bulgaria, Organized by GATE	15	5/10
Cyprus, Organized by KIOS	19	14/5

While participation in these events was somewhat limited, this is natural as the FINEX project is still in its early stages and awareness is only beginning to build. Encouragingly, many key stakeholders who could not attend showed strong interest by requesting the presentation materials afterward, which allowed them to engage with the project and learn more about its objectives and value.

To improve outreach, seven additional action and support services promotion events are planned for the second reporting period. Careful planning and early promotion will be essential to effectively engage all target groups.

3.1.5 Co-creation workshops on experimentation and support tools & services best practices

As part of Task 4.2, the FINEX project held three online workshops in July 2025, bringing together members of the project consortium. These sessions built on the insights gathered during the earlier phase of Task 4.2, which focused on identifying best practices. Each workshop featured a presentation on how successful innovation ecosystems or hubs have supported cleantech development. These real-world examples served as a starting point for collaborative discussions on how each region's ecosystem could more effectively leverage its existing resources, infrastructure and capabilities for scouting, validation, testing and broader support.

Through the presentation of best practices and collaborative exercises, participants explored how deep technologies have been identified, validated and tested elsewhere — providing actionable insights for application within their own ecosystems. Participants had the opportunity to:

- Explore how leading ecosystems identify, validate and test cleantech solutions.
- Reflect on how these practices can be adapted to their own context.
- Strengthen the capacity of ecosystem actors to design and implement experimentation pilots.

Each session featured:

- Best Practices Presentation: Insights and cases from top-performing European and Global ecosystems.
- Guided Brainstorming: Collaborative discussion on local applicability
- Group Reflection: Identification of practical actions relevant to each FINEX.I

Workshop Topics & Structure

- **Workshop 1: Physical Infrastructure for Experimentation**
- Number of participants: 6 (3 women and 3 men)
- Represented organizations included TalTech, KIOS, HEC, Cleantech Group and GATE.

Part 1: What types of infrastructure (e.g., laboratories, equipment, test beds) are used by leading ecosystems to enable cleantech testing and validation?

Part 2: How can FINEX.IEs leverage their existing physical spaces (e.g., university labs, innovation hubs) more effectively? What best practices from Part 1 can be adapted?

- **Workshop 2: Programming & Support Services**
- Number of participants: 8 (4 women and 4 men)
- Represented organizations included TalTech, KIOS, HEC Paris, Cleantech Group, GATE, Sunrise Tech Park, and EIT Digital.

Part 1: What types of programs, support services, and engagement activities do top hubs offer to innovators to foster experimentation?

Part 2: How can FINEX.IEs improve and leverage existing programming (e.g., incubators, accelerators, events, competitions)? What takeaways from Part 1 are applicable?

- **Workshop 3: Stakeholder Coordination & Engagement**
- Number of participants: 7 (4 women and 3 men)
- Represented organizations included TalTech, KIOS, HEC Paris, Cleantech Group, Sunrise Tech Park and EIT Digital

Part 1: What kinds of stakeholders are critical to activate and sustain experimentation spaces? How do successful ecosystems secure their buy-in and build effective collaboration models?

Part 2: How can FINEX.IEs engage their existing ecosystem actors (academia, corporates, investors, government, ESO providers, startups, SMEs) to drive cleantech testing and valid

As these workshops were intended for project consortium members, communication and invitations were shared **via direct email**.

Conclusions of these workshops can be found from the D4.2 Experimentation and support tools & services best practices.

3.1.6 Potential synergies with 5 EU sister projects

The objective of the meeting was to initiate collaboration between EU-funded projects working in related innovation and clean tech fields. The aim was to exchange information on methodologies, identify potential synergies and explore joint opportunities. This directly supports FINEX's objective of fostering cross-border cooperation and building stronger innovation ecosystems in the clean tech domain.

The “Potential synergies with 5 EU sister projects” meeting was held on May 6th, 2025 and is part of the WP7 (T7.1).

Held online, the meeting brought together five participants - one man and four women - representing different sister projects - SIXFOLD, APROVALS, DALi Lab, FINEX.

Direct e-mail invitations were sent ahead of the event. The meeting succeeded in raising awareness about the FINEX project among similar initiatives, opening the door for future collaboration agreements and reinforcing FINEX’s role as a meaningful contributor to both policy development and innovation support.

One key insight was the interest in cross-promotion and sharing of methodology/tools across projects.

DALi Lab project expressed interest in drone testing, and APROVALS project asked for help in finding the right expertise for use cases.

3.2 Participated events

The FINEX project was also showcased at several public events, where the team networked or made a presentation to introduce the project’s objectives and activities, and explained how various stakeholders can benefit from its outcomes.

3rd of April 2025, Accelerate Estonia Community Event

- **Partner:** TalTech
- **Type:** Promotion event
- **Location:** Estonia (Local level)
- **Audience:** Start-ups, innovators, policy makers, support organizations
- **FINEX Participation:** The community event brought together key actors from Estonia’s innovation ecosystem, including representatives from both the public and private sectors. The event focused on deep tech and addressed the national ambition of developing 500 deep tech companies by 2030. Discussions revolved around how to translate scientific knowledge into entrepreneurial ventures and the role of regulatory frameworks in enabling this transformation. During the event, TalTech had the opportunity to introduce two events, one of them being the FINEX project to stakeholders, raising awareness about its goals and potential for cross-border collaboration.

6th – 7th of May 2025, the Cluster Collaboration Lab (C2Lab)

- **Partners:** Sunrise Tech Park
- **Type:** Info session
- **Location:** Denmark (European level)
- **Audience:** Start-ups, Innovators, Clusters, Research organisations

- **FINEX Participation:** STP team member participated in the seventh edition of the Cluster Collaboration Lab (C2Lab), hosted by the European Cluster Collaboration Platform in partnership with Energy Cluster Denmark. During the event, STP joined discussions and networking sessions, sharing insights on STP's cleantech initiatives, including the FINEX project

8th of May 2025, Tenstorrent EMEA team UCY visit

- **Partner:** KIOS CoE
- **Type:** Info Day
- **Location:** Cyprus (Local)
- **Audience:** Technology Innovators, Strategic Industry Stakeholders
- **FINEX Participation:** Assoc. Prof. Theocharis Theocharides from the KIOS CoE hosted the Tenstorrent EMEA team representatives for a visit at the university of Cyprus. The visit included a discussion on the ongoing research, education and innovation activities that happen in KIOS CoE and spread the word on the FINEX activities. Guided tours of the lab took place where the guests had the opportunity to witness the KIOS research infrastructures.

16th of May 2025, Official Visit of the Dubai Silicon Oasis Delegation to KIOS

- **Partner:** KIOS CoE
- **Type:** Info Day
- **Location:** Cyprus (Local)
- **Audience:** Stakeholders, Government
- **FINEX Participation:** Assoc. Prof. Theocharis Theocharides hosted a delegation from Dubai Silicon Oasis at the KIOS CoE premises. The delegation, which included Mr. Badr Buhannad, Deputy Director General, Mr. Daniel Callaghan, CIN™, Senior Vice President (Marketing & Business Growth) and the Chief Scientist Mr. Demetris Skourides, was briefed on KIOS's research and innovation activities including FINEX project and activities. The visit also included an informative tour of the KIOS cutting-edge laboratory facilities and research infrastructures.

19th – 20th of May 2025, [Cleantech Capital Day](#)

- **Partner:** TalTech
- **Type:** Promotion event
- **Location:** Estonia (European level)
- **Audience:** Innovators, government representatives, service providers, investors
- **FINEX Participation:** Kaija Veskioja from TalTech participated the event to network and spread the word about FINEX activities to relevant stakeholder groups.

22nd of May 2025, Workshop at [Latitude59](#): “Ecosystem Insights: Deep Tech & Climate Tech”

- **Partners:** TalTech, EIT Digital
- **Type:** Workshop
- **Location:** Estonia (European level)
- **Audience:** Start-ups, innovators
- **FINEX Participation:** Info session: We explored how startups, innovators and public sector players can grow through experimentation and collaboration - powered by insights from the FINEX project and FINEST SCALEUP Project. Participants could learn how FINEX supports innovators across the Baltic Sea Region with practical tools, testing spaces and matchmaking support to turn research into real-world impact.

29th – 30th of May 2025, [LOGIN 2025](#), innovation festival in Vilnius

- **Partners:** Sunrise Tech Park
- **Type:** Info session
- **Location:** Lithuania (National)
- **Audience:** Start-ups, innovators, clusters, SMEs, research, policy institutions, academia, civil society
- **FINEX Participation:** In the second day of event STP team participated in the info session together with Innovation agency to inform innovators about the recent Cleantech initiatives and FINEX project

19th – 20th of June 2025, [4th edition Spinoff Europa Conference 2025](#)

- **Partner:** GATE CoE
- **Type:** Conference
- **Location:** Sofia, Bulgaria (European Level)
- **Audience:** Academic researchers, industry professionals, technology developers, innovation project managers, start-ups
- **FINEX Participation:** Simeon Malinov represented GATE Institute at the 4th edition of the Spinoff Europa Conference organised by GATE and Digital Innovation Hub Trakia. Simeon organized a stand representing the FINEX project as part of the 2-day conference having the opportunity to showcase and discuss the project with more than 200 people live taking part of the conference. A short presentation was also conducted during one of the panels of the conference representing the FINEX project and its ongoing efforts to support the cleantech industry.

6th – 9th of July 2025, [IEEE Computer Society Annual Symposium on VLSI \(ISVLSI 2025\)](#)

- **Partner:** KIOS CoE

- **Type:** Conference
- **Location:** Cyprus (European Level)
- **Audience:** Academic researchers, industry professionals, technology developers, innovation project managers, policy stakeholders, start-ups
- **FINEX Participation:** Assoc. Prof. Theocharis Theocharides represented the KIOS CoE at ISVLSI 2025, contributing to discussions on efficient Edge AI systems. He also used the opportunity to network and raise awareness about the FINEX project's clean-tech objectives and ongoing activities among relevant stakeholders.

4. Planned activities for the next period

The FINEX project, running until the end of August 2026, has now reached its midway point. The focus in the second-year shifts toward matchmaking and the dissemination of project outcomes. Core activities are centered 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 perspective, this phase marks a transition toward broader public visibility. The aim is to showcase the value FINEX brings to cleantech and deep tech innovators by helping them identify partners and environments where they can test and scale their solutions. The project seeks to connect start-ups, scale-ups, corporates, research groups, testbed providers, public sector institutions and investors in a collaborative effort to accelerate innovation in four key areas: clean energy, sustainable transport, the built environment and smart governance.

4.1 Planned events

In the first CED Plan (D1.4), and according to the GA, we had planned events for T5.2, T4.3, and T6.1 as follows:

- 14 FINEX action and support services promotion events (min. 2 per targeted region/country, and 2 on a EU level) to facilitate the deployment and potential commercialisation of new innovative solutions **(T5.2 EIT Digital). 7 events were organized at the first reporting period and brought out in this report under section 3.1.4.**
 - Under this, 12 local results promotion events (min. 2 per region or country: 1 for public authorities responsible for legal, regulatory and fiscal policies covering all targeted; 1 for the FINEX services providers and users) to validate project results, reaffirming of the stakeholder's commitment for the FINEX continuous deployment and its EU-wide coverage expansion. **(T4.3 TalTech).**
- Live sessions organized in each FINEX region/country, along with a virtual session open to all potential candidates. These sessions focus on matchmaking and pairing innovators and their solutions with the experimentation spaces provided by the six FINEX regions/countries. **(T6.1 KIOS CoE)**

Due to the changes in timeline and partners, we completed the Mapping of FINEX support resources and the identification of best practices by the end of July, as agreed in the GA AMD.

Initially, we planned to combine the T5.2 promotion event with a T4.3 results promotion event to ensure meaningful content and better value for participants. However, because of the adjustments in the project, we had to run the T5.2 event separately.

This leaves us with the following events still to organise under WP4-WP6:

- T5.2: 1 remaining project promotion event in each IE country and 1 EU level promotion event (in total 7 events)
- T4.3: 2 results promotion events in each IE country (in total 12 events)
- T6.1: 1 live session matchmaking event in each IE country and 1 virtual session open to all (in total 7 events)

Considering the small size of the local community and the significant overlap in the target audience across these events, **we will combine the remaining events into one larger, well-structured event per country and EU level (in total 7 events)**. This change has also been confirmed by project officer.

The event would consist 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 will be collected and used for further planning of the experimentation pilots.

This structure meets all objectives of the tasks and provides enough value for participants while avoiding duplication of effort and improving participant engagement.

According to the project GA and D1.4 CED Plan, **these following events are also to be organised during the second period of the project:**

- 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)**.
- 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)**.
- A series of 3 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)**.

- 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 RTU & 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 RTU & HEC Paris**).

4.2 Other planned activities

As part of the FINEX project, **we plan to issue two press releases** during the second half of the project. The first press release will be published once we have finalised the database of experimentation and testing opportunities across our IEs. This will help raise awareness among stakeholders about the practical support FINEX offers for piloting and validating cleantech solutions. The second press release 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 both press releases 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.

One of the most valuable communication assets continues to be the **networks and connections of the consortium members' organisations**. These established relationships with public institutions, industry partners, research organisations and innovation networks are essential for amplifying FINEX's visibility, building credibility and ensuring that outreach efforts are targeted and effective across the participating ecosystems.

We will continue to actively **post on LinkedIn** to grow our follower base and increase awareness of FINEX project outcomes. Social media will remain an important tool for engaging with stakeholders and sharing progress in real time. The FINEX Helpdesk will play a key role in promoting upcoming events, milestones, and opportunities for collaboration, serving as a central communication point for innovators and partners. In parallel, the **FINEX homepage** will function as the main information hub for the project, offering access to public deliverables.

5. References

1. FINEX Grant Agreement
2. FINEX Consortium Agreement
3. D1.4 Communication, Engagement and Dissemination (CED) Plan
4. D3.1 Cleantech priority areas selection.
5. D4.2 Experimentation and support tools & services best practices

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	Changes from GA			
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		D1.3 M4
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		D2.1 M3
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			
WP4	Capacity building - Enhancing Cleantech innovation ecosystems connectivity... (16 months)	Cleantech-FR																									8	23		
T4.1	Mapping FINEX support capabilities to facilitate the the experimentation practices... (M8-11)	HEC Paris																									D4.1			
T4.2	Identify and formulate experimentation and support tools & services best practices (M8-M11)	Cleantech-EU																									D4.2			
T4.3	Reinforcement of the FINEX support capabilities (M8-M23)	TalTech																												
WP5	Attracting & Accelerating Cleantech Innovators (18 months)	EID Digital																									6	23		
T5.1	Attracting innovators (M6-M12)	EIT Digital																												
T5.2	Exploring synergies and matchmaking innovators (M8-M12)	EIT Digital																												
T5.3	Setting-up a joint interregional helpdesk for supporting innovators (M9-M23)	EIT Digital																									D5.1			D5.1 Helpdesk for innovators M12
WP6	Experimentation spaces and pilots: Action Plan Development & Deployment (15 months)	KIOS CoE																									9	23		
T6.1	Recruiting & matchmaking cleantech innovative solutions with experimentation spaces (M7-9)	KIOS CoE																												
T6.2	Formulating the FINEX Action Plan (M11-M14)	TalTech																									D6.1			
T6.3	Deploying the FINEX Action Plan - support the running of the experimentation... (M13-23)	KIOS CoE																												
WP7	Impact assessment, regulatory policy formulation and results exploitation (22 months)	CLIMATE-KIC (until 31.03.2025) HEC Paris (from 1.04.2025)																									3	24		
T7.1	Commonalities, Synergies & Complementarities with EU sister projects and initiatives (M3-23)	Taltech																												
T7.2	Project implementation monitoring, results analysis & policy formulation (M3-M23)	HEC Paris																											D7.1	
T7.3	FINEX results' Exploitation, Replicability and Sustainability (M6-M24)	RTU																									D7.2	D7.3		No D7.2 v3

Annex IV: Workshops - Cleantech Priory Areas: Selection and Validation

Event Date	Partners acronyms	Event Title	Number of all people that attended the event	Gender balance	Type of audience that attended the event
07.02.2025	CLEANTECH-EU/ CLIMATE KIC / TALTECH	Cleantech Priory Areas: Selection and Validation - Estonia	11	5 men, 6 women	Specific actors included TalTech University, Local Government (Architect - Tartu), Utilitas (largest renewable energy company in country), Ministry of Climate and Energy, FinEst Center, Spiral Hydrogen, University of Tartu, Cleantech for Baltics.
11.02.2025	CLEANTECH-EU/ CLIMATE KIC / Sunrise Tech Park	Cleantech Priory Areas: Selection and Validation - Lithuania	12	4 men, 8 women	Specific actors included Vilnius Tech University, Innovation Agency, Lithuanian Energy Agency, Environment Projects Management Agency, Ministry of Transport and Communication, Lithuanian Confederation of Industrialists, Cleantech Cluster, Sunrise Tech Park.
13.02.2025	CLEANTECH-EU/ CLIMATE KIC / RTU	Cleantech Priory Areas: Selection and Validation - Latvia	7	6 men, 1 woman	Specific actors included Riga Technical University, Riga Municipal Government, EIT Mobility, Riga Energy Agency, Green Liberty (NGO), Brantor (startup)
24.02.2025	CLEANTECH-EU/ CLIMATE KIC / Aalto University	Cleantech Priory Areas: Selection and Validation - Finland	5	3 men, 2 women	Specific actors included Forum Virium Helsinki (City owned innovation company), 1001 Lakes Oy

					(Startup), Aalto University, EIT Digital
28.02.2025	CLEANTECH-EU/ CLIMATE KIC / GATE	Cleantech Priory Areas: Selection and Validation - Bulgaria	5	2 men, 3 women	Public and private actors such as government functionaries, R&I centres, technical universities, and others.
07.03.2025	CLEANTECH-EU/ CLIMATE KIC / KIOS	Cleantech Priory Areas: Selection and Validation - Cyprus	4	1 man, 3 women	Specific actors include KIOS Research and Innovation Center, technical personnel of the University of Cyprus and DiGiNN innovation hub.