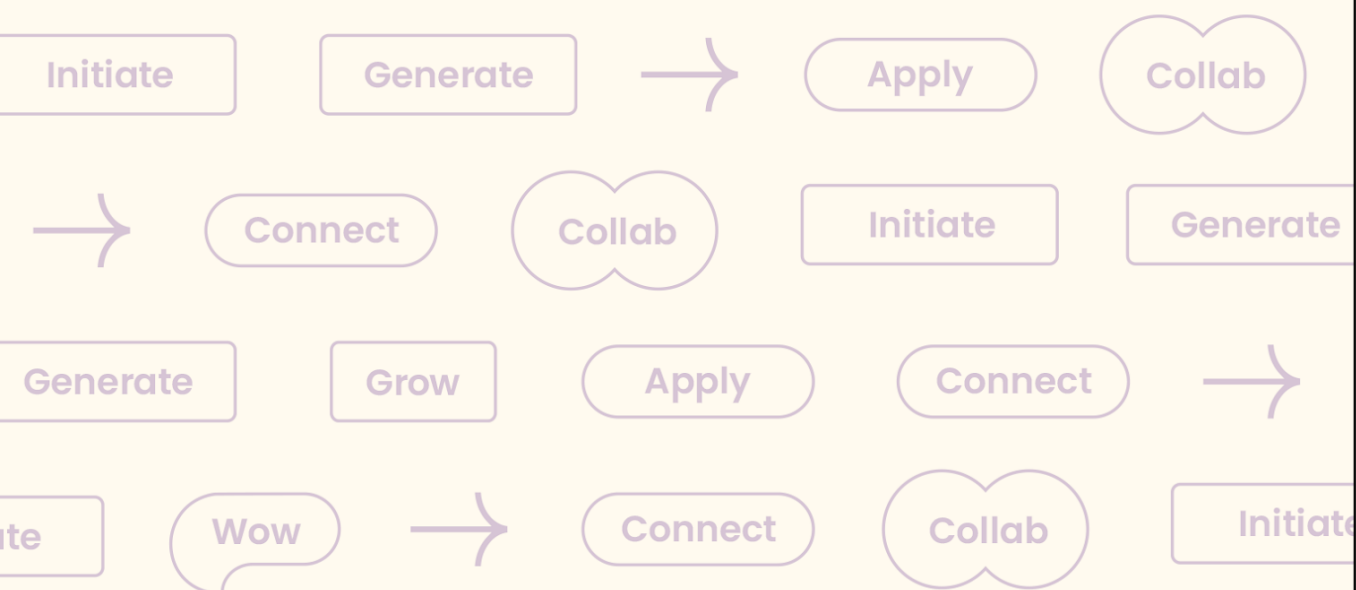




PROJECT No. 101072073



D5.1 ALLIANCE GENERATION PLAN

Grant Agreement: 101072073

DOC. REFERENCE	D5.1 Alliance Generation Plan
RESPONSIBLE	INSME – The International Network for SMEs
AUTHOR(S)	Giovanni Zazzerini, Livia Adinolfi
DATE OF ISSUE	31 May 2024
STATUS	FINAL
DISSEMINATION LEVEL	Public

VERSION	DATE	DESCRIPTION
1.1	10/05/2024	First Draft of D5.1 to be submitted for partner review
1.2	27/05/2024	Second Draft of D5.1 edited with all relevant partner reviews and comments.
1.3	31/05/2025	Final Version of D5.1 to be submitted to the EC.

Table of Contents

1	Executive summary	4
2	Introduction	5
3	Value proposition	6
4	Stakeholder mapping	9
4.1	INSME Stakeholders (European)	9
5	Engagement and outreach strategy	14
5.1	AccelerAction Factory workshops	15
5.2	DeepTech Influencer engagement	19
5.3	Participation in European events	20
5.3.1	Boosting Engagement at INSME's Annual Meeting	21
5.4	Liaison with WP6 (Communication and Dissemination)	22
6	Risk mitigation	23
6.1	Engagement risks and strategies for mitigation	23
7	Conclusion	23
8	References	25

Index of Figures

Figure 1: Screenshot of the Virtual Ecosystem.....	8
Figure 2: Map of Initial Status of INSME Stakeholders (Single Countries).....	12
Figure 3: Map of Envisioned Outreach by the end of the project	12

Index of Tables

Table 1: List of EU INSME Members and Partners relevant to the project.....	10
Table 2: Non-exhaustive list of organizations that AccelerAction can contact within WP5	14

1 EXECUTIVE SUMMARY

The Alliance Generation Plan outlines strategies to expand stakeholder involvement in the AccelerAction project across the 27 European Union countries. Divided into three main areas, the deliverable focuses on defining the project's value proposition, mapping stakeholders, and outlining an outreach plan to reach more actors involved in the project's Virtual Ecosystem.

The value proposition of AccelerAction is multifaceted. The project aims to bridge disparities in the European innovation landscape by providing a virtual hub for connectivity, nonlinear networking, and dynamic exchanges. Through mapping and matching services and a user-friendly interface, AccelerAction facilitates collaborations and accelerates growth. The GROW exchange program further enriches startups with insights from diverse innovation ecosystems.

Because of INSME's involvement in the Organisation for Economic Co-operation and Development (OECD) and participation in the [Digital for SMEs Global Initiative \(D4SME\)](#), INSME as well as the [OECD Committee on SMEs and Entrepreneurship \(CSMEE\)](#), INSME and by result AccelerAction can benefit by gathering entities from governmental bodies, international organisations, NGOs, and business support organisations on the international level. Moreover, with 64 members from 34 countries, the vast majority European, INSME fosters public-private partnerships and disseminates innovation trends and opportunities and will leverage its positioning to ensure AccelerAction's visibility. The AccelerAction Factory Workshops series will also foster cooperation and innovation within the EU's deeptech start-up ecosystem. These workshops, facilitated by experts, offer actionable insights to both startups, investors, policymakers, researchers and corporates and will support and facilitate the engagement of the project's target groups. Integrated with other AccelerAction initiatives, they create a supportive ecosystem to ensure the enlargement of the scope of action outlined in previous work packages.

The plan foresees collaboration with deeptech influencers and further initiatives, enhancing the project's credibility and visibility within the deeptech ecosystem. Influencers offer collaboration, knowledge exchange, and outreach opportunities, validating project initiatives and fostering trust among stakeholders.

Furthermore, participating in EU-level events strengthens alliances, expands networks, and elevates the project's profile within the European innovation ecosystem. These platforms that the events present will facilitate connections with similar projects, showcase innovation

initiatives, advocate policy changes, and foster collaboration and knowledge exchange. In this scope, INSME's 20th Annual Meeting in Rome is listed as a strong opportunity to be leveraged as all INSME stakeholders and members will be gathered in Rome on October 14 and 15, 2024. In light of this, there will be an AccelerAction stand, to promote the project during the event, in order to present its Virtual Ecosystem and showcase project materials and ground-breaking results.

The Alliance Generation Plan, through a comprehensive approach encompassing value proposition definition, stakeholder mapping, and strategic engagement and outreach, AccelerAction aims to foster collaboration, drive innovation, and empower startups across Europe, contributing to a vibrant and inclusive innovation ecosystem.

2 INTRODUCTION

The main goal of the Plan is to create a plan that will outline INSME and consequently all partner's endeavours and strategies to enlarge the spectrum of actors involved and boost the creation of a stakeholder network from the European innovation ecosystem, building on what has already been done in previous or parallel Work Packages (WP2, WP3, WP4, WP6) from M19 to the end of the project in February 2025. The goal is to reproduce the EU-NAP model (training materials from a diverse ecosystem, virtual matchmaking space and foreign exchange programme for 10 startups that have been selected from emerging innovating countries and strong innovating countries) at a larger scale, ensuring that the impact of the project goes beyond the consortium members and their respective countries

In order to do this, the document has been divided into three main blocks: outlining of the project's value proposition, stakeholder mapping and outreach plan. The main goal of the Alliance Generation Plan is to outline the main areas that will be tackled and targeted in order to ensure that AccelerAction, its Virtual Ecosystem and initiatives are visible, appreciated and noted by the DeepTech community across the 27 European Countries, keeping in mind the importance of enlarging the spectrum of actors subscribed to the free-of-charge virtual map and training library.

3 VALUE PROPOSITION

In order to effectively cultivate alliances for the AccelerAction project and its associated activities, it is paramount to meticulously delineate its Value Proposition and elucidate what distinguishes it from other existing solutions and EU-funded initiatives. An example of EU project that AccelerAction can liaise with is [ESIL – Early Stage Investing Launchpad](#) that aims to boost the innovation and investments ecosystems in the European Union through angel investing communities. By clearly articulating its unique value proposition, the AccelerAction project can not only attract potential subscribers and stakeholders but also establish itself as a pioneering endeavour poised to make a distinctive impact within the innovation ecosystem in Europe. This strategic approach ensures that the project's objectives resonate authentically with prospective partners, fostering a robust network of support and collaboration that amplifies the reach and efficacy of its initiatives.

The European innovation landscape is diverse but often unevenly distributed, with certain regions benefiting from more investment, resources, and opportunities than others. AccelerAction recognizes this disparity and aims to bridge the gap by creating a more level playing field. By providing a platform (through the establishment of [DeepTech ACT](#) and therefore of the Virtual Ecosystem and *Initiate* Resource Library in WP3) that facilitates connections and collaborations among innovators from all corners of Europe, the project seeks to empower businesses in emerging innovator countries, ensuring that they have equal access to the support and opportunities needed to thrive.

The value proposition of the AccelerAction and its digital tools project is multi-faceted:

a) Virtual Ecosystem and Networking Opportunities:

In today's interconnected world, physical boundaries are no longer barriers to collaboration. As done in WP3, AccelerAction leverages technology to create a free-of-charge virtual space where top tech innovators, investors, founders, researchers and more can come together, regardless of their geographic location.

Through this platform, participants can engage in meaningful interactions, exchange ideas, and explore potential partnerships without the constraints of time and distance. By breaking down these barriers, AccelerAction fosters a truly borderless community of innovators. By creating a dynamic and fluid environment for networking, the project opens up new possibilities for growth and collaboration. Participants are not limited by preconceived notions

or existing relationships, allowing for the emergence of innovative partnerships and ideas. In the fast-paced world of tech and innovation, timing is crucial. AccelerAction facilitates faster connections and dynamic exchanges, ensuring that opportunities are seized when they arise. Whether it's finding the right investor, accessing funding, or discovering a potential collaborator, the platform streamlines the process, enabling participants to act swiftly and decisively. By capitalizing on the speed and agility of digital communication, AccelerAction accelerates the pace of innovation, driving progress and growth across Europe.

b) European Mapping and Matching Services:

Central to AccelerAction's value proposition is the mapping and matching of key actors in the European tech and innovation landscape. Through comprehensive, yet quick, profiling and intelligent algorithms, the platform identifies relevant partners, investors, and resources tailored to each participant's needs and objectives. This targeted approach not only saves time and effort but also increases the likelihood of successful collaborations. By providing personalised matchmaking services, AccelerAction maximizes the value of every connection, facilitating mutually beneficial relationships that fuel innovation and growth.

AccelerAction's commitment is to user-friendly design and intuitive navigation, as well as having all the tools be completely free-of-charge. AccelerAction's Matchmaking Map streamlines the search for business opportunities. With a familiar and intuitive interface, participants can easily browse profiles, skim through potential matches, receive a **percentage** indicating the level of strength of the potential link and initiate conversations with just a few clicks. By prioritizing ease of use and accessibility, **AccelerAction lowers barriers to entry**, ensuring that participants of all backgrounds and from all countries can fully engage with the platform.

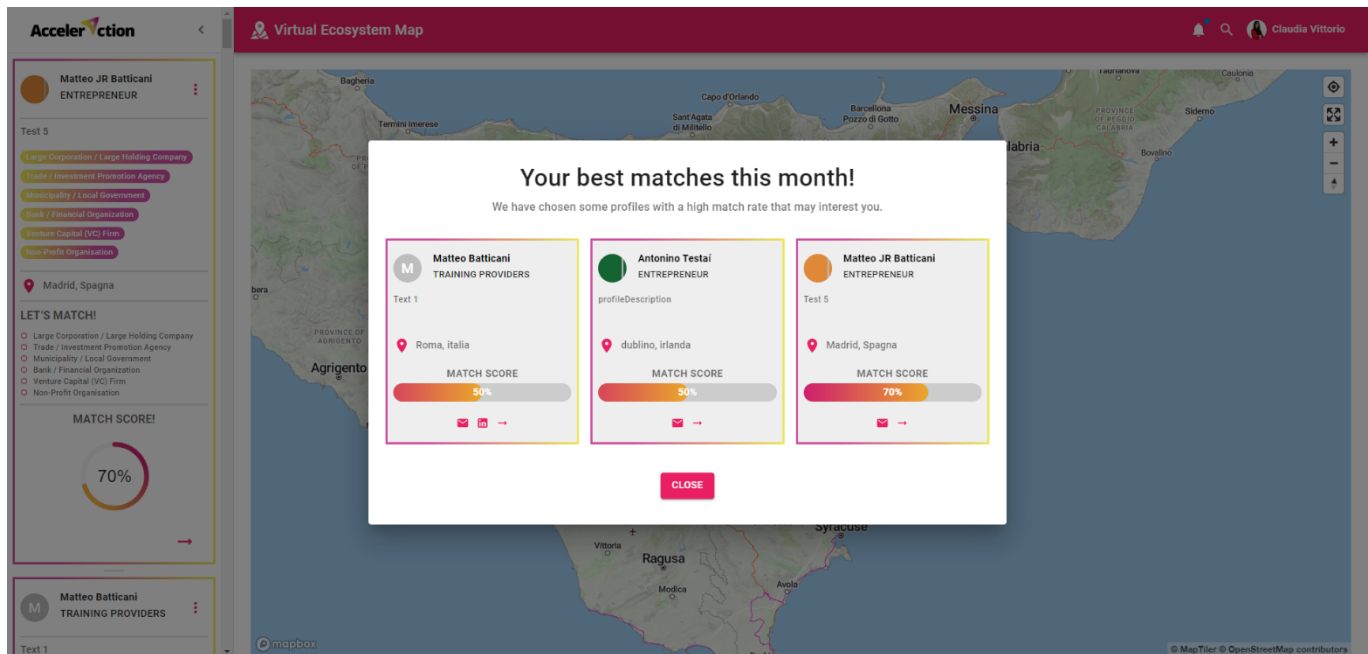


Figure 1: Screenshot of AccelerAction's Virtual Ecosystem

c) Peer-to-peer knowledge exchanges and abroad experiences:

As a flagship initiative of AccelerAction, the GROW exchange program (as outlined in WP4) offers 10 selected startups in Romania, Portugal, Greece, France, Austria and Ireland a unique opportunity to expand their horizons and gain valuable insights from diverse innovation ecosystems. By participating in study visits across the six listed countries, entrepreneurs can immerse themselves in new environments, learn from local experts, and exchange ideas with their peers. This firsthand exposure not only broadens their perspectives but also equips them with practical knowledge and skills that can drive their businesses forward. Additionally, by fostering cross-border collaboration and knowledge sharing, the GROW exchange program strengthens ties between emerging and established innovation hubs, enriching the European innovation landscape as a whole.

In summary, AccelerAction offers a comprehensive suite of services and initiatives designed to empower innovators, foster collaboration, and drive growth across Europe. By leveraging technology, facilitating dynamic exchanges, and promoting inclusivity, the project is poised

to make a significant impact on the European tech and innovation ecosystem, paving the way for a brighter and more prosperous future.

4 STAKEHOLDER MAPPING

4.1 INSME STAKEHOLDERS (EUROPEAN)

INSME speaks to a vast number of representatives from all over the globe, as well as a strong platform to share the upcoming *Policy Recommendations*, AccelerAction's D5.2 deliverable due in November of 2024.

The Association gathers innovation and technology transfer stakeholders including governmental bodies, international organisations, research facilities, NGOs, business support organisations, chambers of commerce on an international scale. As of March 2024, INSME can count on the support of 64 Members from 34 different countries with a strong European presence. As previously mentioned, INSME also participates in the Digital for SMEs Global Initiative (D4SME). INSME as well as the OECD Committee on SMEs and Entrepreneurship (CSMEE).

The Network is a facilitator for the creation of public-private partnership, a gateway to innovation good practices for the support of SMEs and entrepreneurship and a catalyst of information on opportunities, latest trends and insights on innovation, SMEs, technology transfer and entrepreneurship.

Target audience:

AccelerAction brings a benefit to a vast spectrum of actors in the innovation landscape. Key entities to be taken into consideration are:

- Research & education institutions
- Regional/Local authorities and policymakers
- International start-ups, incubators & accelerators
- Investors and business angels
- Large companies and corporate realities

Below is a list of all INSME members that are relevant to the project and whose participation shall be leveraged to ensure the extension of the project's scope.

Table 1: List of EU INSME Members and Partners relevant to the project

INSME EU MEMBERS	Country
ANIMA Investment Network	France
Annual Investment Meeting	Global
Bulgarian Development Bank	Bulgaria
Business Angels Europe – BAE	Belgium
BVMW – The German SME Agency	Germany
Cassa Depositi e Prestiti	Italy
CEI – Central European Initiative	Italy
CEI-ES	Italy
CIHEAM Bari	Italy
CONFAPI	Italy
De Tullio & Partners	Italy
EBAN	Belgium
EconomiX	France
EidonLab Scarl	Italy
Enterprise Greece	Greece
EUIPO – EU Intellectual Property Organisation	EU level
EURADA – European Association of Development Agencies	EU level
Eurocrowd	EU level
European Business Network	EU level
European Entrepreneurs – CEA PME	Belgium
European Investment Fund	Luxembourg
European Network of Living Labs	Belgium
IMP ³ rove – European Innovation Management Academy	Germany
INFYDE – Información y Desarrollo	Spain
International Entrepreneurship Forum (IEF)	Global
LUISS Business School	Italy
META Group D.o.o.	Italy

Ministry for Business Environment, Trade and Entrepreneurship	Romania
Ministry of Economic Development	Italy
Netcompany Intrasoft	Luxembourg
Nova Fund	Italy
Open Italy Elis	Italy
PROMOS	Italy
SACE	Italy
SIMEST	Italy
Studi e Ricerche per il Mezzogiorno – S.R.M.	Italy
Studio Siniscalco	Italy
Technology Transfer and Innovation – t2i	Italy
Triple Helix Association	Italy
UNCTAD	Global
UNESCO	France
UNIDO	Austria
UnionCamere	Italy
University of Perugia	Italy
WIPO – World IP Organisation	Global

Table 1: List of EU INSME Partners and Members

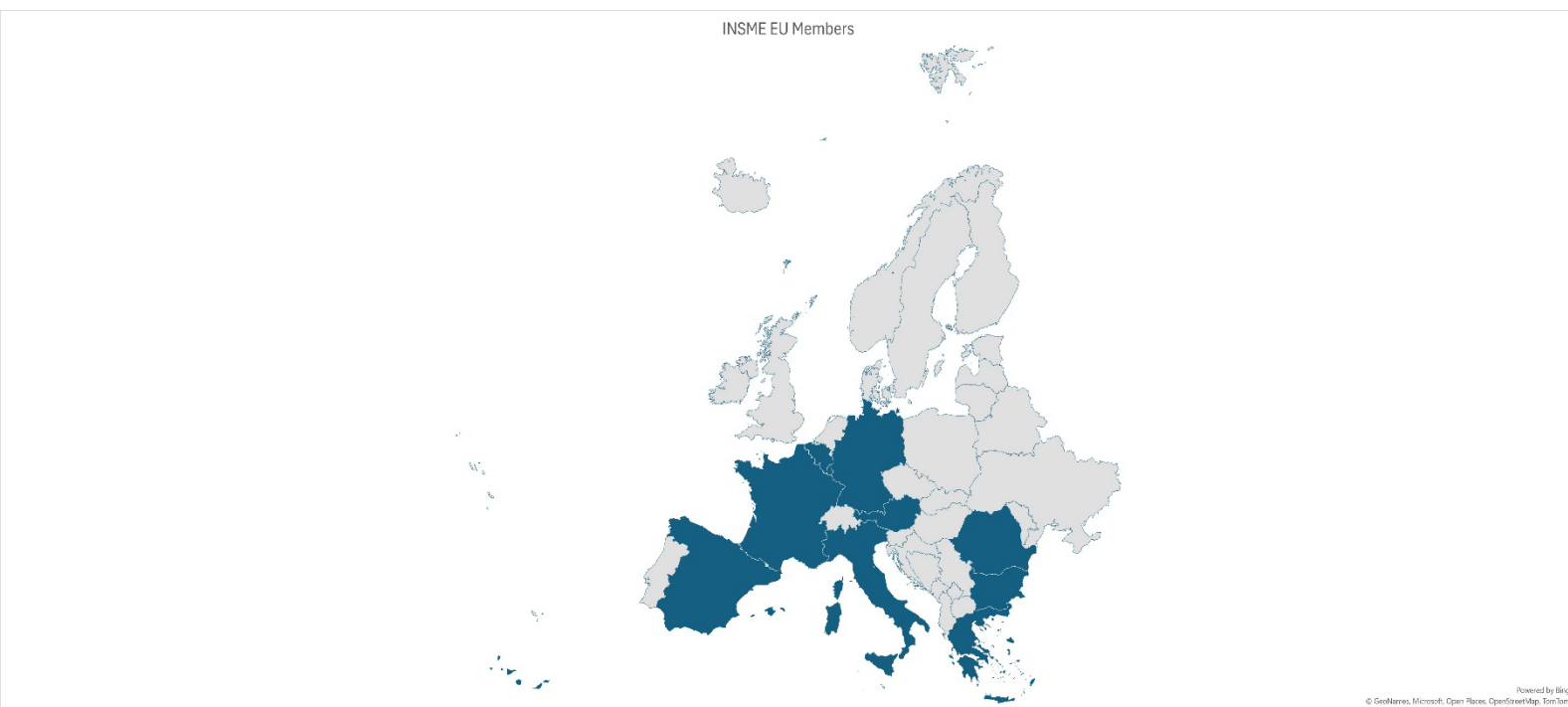


Figure 2: Map of INSME EU Outreach

While INSME members don't cover all 27 EU countries, when cross-referencing the network of INSME stakeholders, members and partners that are involved at the pan-EU level, together with the Stakeholder mapping exercise done in parallel within the project in WP2 and in person workshops during the consortium meetings, the outreach plan for WP4 Peer-to-peer events and project database, AccelerAction can reach all 27 members states when uniting all partner efforts.

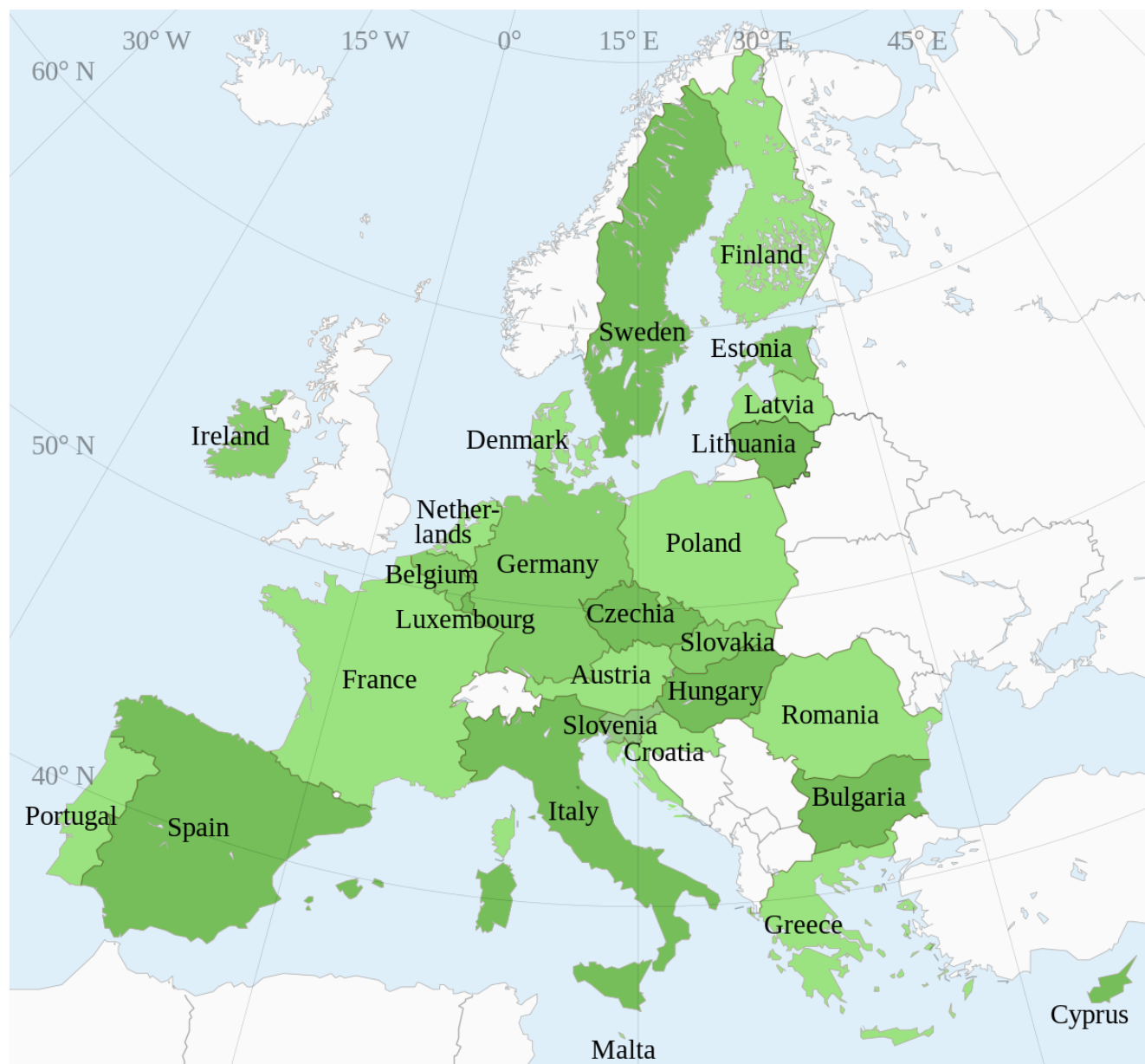


Figure 3: Foreseen Outreach for AccelerAction by M30

Table 2: Non-exhaustive list of organizations that AccelerAction can contact within WP5

INSME EU MEMBERS	Country
Startup Hub Poland	Poland
Kraków Technology Park	Poland
Stockholm Innovation & Growth - STING	Sweden
Innovatum	Sweden
Design Terminal	Hungary
Xponential	Hungary
NewCo Helsinki	Finland
Aalto University's Startup Sauna	Finland
The Spot	Slovakia
Eastcubator	Slovakia
Digital Accelerator of Latvia	Latvia
BIRD incubator	Croatia
Startup Drill	Croatia
Baltic Sandbox Ventures	Lithuania
Erasmus Center for Entrepreneurship	Netherlands
Brandplane	Italy
European Scale-up Institute	Cross-EU
JOIST Innovation Park	Greece

Table 2: List of potential organizations to be contacted within WP5

5 ENGAGEMENT AND OUTREACH STRATEGY

Leveraging INSME's extensive network of members, partners, and stakeholders across the European Union presents a strategic opportunity for the AccelerAction project to generate alliances and expand its reach within the region's innovation ecosystem.

INSME's network serves as a valuable conduit for connecting with a diverse array of actors involved in innovation, entrepreneurship, and economic development across Europe. By tapping into this network, the project gains access to a wealth of expertise, resources, and opportunities for collaboration as well as improving the support and the services offer made

available to startups and SMEs. Through strategic partnerships and alliances with INSME members and stakeholders, the project can amplify its impact, foster innovation, and drive growth within the European innovation landscape.

INSME's events (both tailored project events such as the AccelerAction Factory WP5 Workshops and also internal independent events such as the Annual Meeting of the organisation) serve as key platforms for engagement and networking within the innovation community. By actively participating in these events, the project can showcase the Virtual Ecosystem and its benefits to a captive audience of stakeholders from across Europe.

Furthermore, INSME's communication marketing department, together with liaisons with WP6, plays a pivotal role in amplifying the project's outreach efforts. Through targeted social media campaigns, e-mail marketing, and other promotional activities, the project can leverage INSME's extensive database of **over 7000 actors** to reach a broader audience of potential partners and collaborators. By effectively communicating the value proposition of the Virtual Ecosystem and highlighting its relevance to stakeholders across Europe, the project can generate interest and engagement, driving adoption and participation within the INSME network.

Word of mouth also serves as a powerful tool for generating alliances and expanding the project's reach within Europe. By cultivating positive relationships with existing partners and stakeholders within the INSME network, the project can leverage their advocacy and support to spread awareness and promote the Virtual Ecosystem to their respective networks. This grassroots approach to outreach fosters organic growth and fosters a sense of community and collaboration within the European innovation ecosystem.

5.1 ACCELERACTION FACTORY WORKSHOPS

One of the main tasks in WP5 that will be an opportunity for the AccelerAction project to gain visibility and generate alliances with external entities is launching a series of online workshops in 2024 aimed at fostering external cooperations with experts in the field of innovation and social inclusion, gender equality and promoting innovation within the startup ecosystem. One out of four workshops could be in person, to be had during the 20th INSME Annual Meeting where all INSME members and partners will be in one place for two days. These workshops will follow an asynchronous structure and consist of four appointments (workshop titles are to be determined and might be subject to change):

- Gender Equality and Innovation
- EU funding opportunities in innovation

- Liaisons with sister projects
- Accessing funding and investments for start-ups

The AccelerAction Factory Workshops are meticulously designed to create and strengthen alliances among diverse stakeholders, including accelerators, research facilities, corporations, policymakers, experts, and startups. By leveraging the collaborative potential of these workshops, INSME aims to foster a dynamic network that supports innovation and fast-tracks project goals. The workshops will be structured around **three main building blocks**, each contributing to alliance generation in distinct and impactful ways.

Each episode will follow the following structure:

- 1. Promotion and Presentation of the Virtual Ecosystem and AccelerAction's Services**
- 2. Discussion on Relevant Topics (EU Funding opportunities, sister projects, gender imbalance, importance of investing in innovation)**
- 3. Gathering Feedback from Invited Organisations and Speakers**

The first building block focuses on the promotion and presentation of the Virtual Ecosystem and AccelerAction's services. These workshops will serve as a platform to introduce stakeholders to the Virtual Ecosystem, a comprehensive online platform designed to facilitate collaboration and resource sharing. By demonstrating its capabilities, we will highlight how stakeholders can leverage this ecosystem to find partners, share knowledge, and access resources. Detailed presentations of AccelerAction's services, including the Matchmaking Map, abroad exchange opportunities (GROW programme), and training materials, will illustrate the tangible benefits available to stakeholders and can open debates on how to extend the framework and tools of AccelerAction for innovation purposes that go beyond the end of the project in 2025.

This exposure will help in aligning their needs with AccelerAction's offerings, fostering a sense of mutual benefit and engagement. Hands-on sessions will allow participants to explore the Matchmaking Map and other tools, identifying potential collaborators and initiating contact. This direct interaction is crucial for sparking initial connections and laying the groundwork for future alliances.

The second building block involves discussions on relevant topics, facilitating knowledge exchange and collaboration. Each workshop will include in-depth discussions on trending

topics relevant to AccelerAction's mission, such as COFUND initiatives, synergies with sister ventures and how to avoid duplications in EU-funded projects, gender equality, and ethics. By addressing these topics, the moderators will encourage stakeholders to share their insights and experiences, fostering a collaborative learning environment. Inviting experts to lead discussions and express their concerns and interests in what AccelerAction has to offer will provide participants with diverse perspectives and expertise. This exposure will not only enrich their understanding but also highlight potential areas for collaboration and shared initiatives. Organising discussions around specific themes will enable stakeholders to identify common interests and challenges. This focused interaction is essential for uncovering opportunities for synergies and joint projects, thus strengthening the network of alliances.

The third building block emphasizes feedback from invited organisations and speakers to enhance our value proposition. Invited organisations, internal moderators and speakers will provide feedback on AccelerAction's value proposition, which is invaluable for refining project services and ensuring they meet the evolving needs of our stakeholders. Engaging stakeholders in the co-creation of solutions ensures that our offerings are relevant and impactful. This collaborative approach not only improves our services but also fosters a sense of ownership and commitment among participants. Regular feedback sessions create ongoing dialogue between AccelerAction and its stakeholders. This continuous engagement is crucial for maintaining and strengthening relationships, ensuring that alliances remain active and productive over time. Participants will all be encouraged to sign up on the Matchmaking Map and invite their own networks to do the same through outreach campaigns and word-of-mouth, to generate momentum around the platform.

The AccelerAction Factory Workshops are a strategic initiative designed to build and nurture alliances through structured promotion, thematic discussions, and continuous feedback. By providing a platform for networking, knowledge exchange, and collaborative problem-solving, these workshops will create a robust ecosystem of stakeholders committed to driving innovation and achieving shared goals. This network of alliances will be instrumental in propelling the success of AccelerAction and its stakeholders, creating a sustainable and impactful collaborative environment.

The Factory will adopt a collaborative and hands-on approach, aiming to provide tangible insights and guidance for participating startups, investors and entities that wish to sign up to the Virtual Ecosystem, outlining the benefits of replicating AccelerAction services.

The workshops will primarily target:

- Research & education institutions
- Regional/Local authorities and policymakers
- International start-ups, incubators & accelerators
- Investors and business angels
- Large companies and corporate realities

Special attention given to startups that have previously applied for GROW (an AccelerAction initiative as outlined in WP4) but were not accepted. There will be an emphasis on fostering interaction between the various episodes of the workshops and other AccelerAction initiatives, such as the GROW programme itself, to create a more integrated ecosystem of support for startups.

The AccelerAction Factory Workshop series described presents ulterior opportunities to generate alliances for the AccelerAction project:

Engagement with Experts: By involving experts from the AccelerAction network to lead the workshops, the project can strengthen its relationships with these individuals and their affiliated organisations. This collaboration can lead to future partnerships and alliances, as well as increased visibility for the project within relevant networks. Collaboration with start-ups and research institutions adds credibility to the workshops but also opens up avenues for broader collaboration. These partnerships can extend beyond the workshop series, leading to joint initiatives, knowledge sharing, and mutual support in promoting entrepreneurship and innovation.

Outreach to Startups and Corporates: The workshops provide an opportunity to engage with startups and corporate entities, including those that have applied for other AccelerAction initiatives like GROW. By offering valuable insights and support through the workshop series, the project can build stronger connections with these stakeholders, potentially leading to partnerships, collaborations, or even investment opportunities.

Involvement important social topics and representatives: The inclusion of a workshop focused on gender equality and inclusivity demonstrates a commitment to diversity and inclusion within the startup ecosystem. This workshop can serve as a platform to forge alliances with organisations and networks that support female entrepreneurship, opening doors for future collaborations and joint initiatives to empower women in business.

Integration with Other AccelerAction Initiatives: The workshops are designed to interact with other AccelerAction initiatives, such as GROW. By leveraging these connections, the project can create a cohesive ecosystem of support for startups, maximizing the impact of its various

programs and initiatives. This integration can also foster alliances with organisations involved in similar efforts to support startup growth and innovation.

By delivering high-quality content, fostering collaboration, and aligning with broader strategic objectives, the project can leverage these workshops to build partnerships and advance its mission of supporting startup growth and innovation.

5.2 DEEPTeCH INFLUENCER ENGAGEMENT

In the months following the second AccelerAction in person meeting in Paris INSME and F6S have conducted a scouting and listing of potential European influencers with an interest in deeptech, innovation and the social aspects of tech and its impact with the intention of considering the possibility of leveraging their online presence to strengthen the AccelerAction project and presence. This list can be found on the [Project's Partner Dashboard](#) with a strategy and list of people that have a following in deeptech and entrepreneurship that have given first positive responses to collaborating with AccelerAction after being reached out to (these include [Marta Basso](#), [Patricia Allen](#), [Johan Zammit](#) and [Anne Ravanona](#)). This is an **initial outreach plan**, the effect and actual impact and willingness of the influencers to work with the AccelerAction team is still to be determined but the consortium collaboratively agreed that it was worth strategizing as it could be an unforeseen, winning strategy to reach more actors.

Reaching out to a small number of deeptech influencers could hold an immense potential to profoundly influence alliances within the AccelerAction project, shaping its trajectory and impact in the innovation landscape. These digital creators can wield significant sway within their communities, making them invaluable allies in the project's quest for collaboration and advancement.

Aligning with deeptech influencers amplifies the project's visibility within the intricate web of the deeptech ecosystem. These influencers command respect and attention, their endorsements serving as powerful signals of validation and assurance. By associating with such figures, the project can effectively elevate its standing, garnering interest and trust from potential partners, collaborators, and stakeholders who value the insights of the digital creators.

Collaborating with deeptech influencers also offers a strategic avenue for amplifying the project's outreach efforts. With sizable and engaged audiences across various platforms, including social media, blogs, and conferences, influencers possess the power to magnify the project's message, captivating a wider audience of startups, innovators, and decision-makers. Through strategic partnerships and joint initiatives, the project can harness the

influencer's reach to spark interest, stimulate engagement, and cultivate new alliances that fuel innovation and growth. The dashboard of profiles that have been selected will therefore have to be validated by the consortium, that will then decide whether or not to reach out to the creator.

Beyond validation, collaborating with deeptech influencers facilitates the exchange of knowledge and thought leadership within the project's community. These influencers are prolific creators, producing a wealth of content—from articles and videos to podcasts and webinars—that delve into cutting-edge technologies, trends, and innovations. By featuring influencers in workshops, webinars, or panel discussions, the project can facilitate the dissemination of valuable insights and expertise, enriching the learning experience for participants and reinforcing its position as a beacon of innovation and excellence in the deeptech landscape.

5.3 PARTICIPATION IN EUROPEAN EVENTS

Participating in events across Europe can be immensely beneficial for the AccelerAction project, offering a multitude of opportunities to strengthen alliances, expand networks, and elevate its profile within the broader European innovation ecosystem.

First and foremost, EU-level events serve as pivotal platforms for connecting with a diverse array of stakeholders from across the Union. These events attract policymakers, industry leaders, investors, researchers, and innovators, creating fertile ground for forging new partnerships and collaborations. By actively engaging in these events, the project can tap into this rich ecosystem, establishing meaningful relationships with key players who share its vision for driving innovation and growth as well as **sister-projects** that share the same goal under the main EU funding programmes. An example of sister projects that INSME has scouted as possible partners to promote Alliance Generation are: [ESIL](#), [Accelero](#), [RAISE](#).

Moreover, participation in EU-level events offers unparalleled visibility on a larger stage. These events often garner significant media coverage and attention, providing the project with a prime opportunity to showcase its initiatives, achievements, and expertise to a wide audience. Whether through speaking engagements, panel discussions, or exhibition booths, the project can seize the spotlight, raising awareness and generating interest in its activities among potential partners, collaborators, and stakeholders.

Furthermore, EU-level events offer a platform for advocacy and influence, enabling the project to amplify its voice on key issues and priorities shaping the European innovation agenda. By actively engaging with policymakers, industry leaders, and other stakeholders, the project can advocate for policies and initiatives that support innovation, entrepreneurship, and startup growth. This advocacy not only advances the project's mission but also positions it as a thought leader and change agent in the European innovation landscape. Examples of events AccelerAction has participated in include [the International Entrepreneurship Forum](#), Startup Week, and upcoming events in 2024 to monitor include [Slush](#), [Web Summit](#) and more. The team's presence in this event is pivotal to generate alliances.

In summary, participating in EU-level events presents a strategic opportunity for the AccelerAction project to deepen its impact, expand its reach, and forge alliances that drive innovation and growth. By actively engaging with stakeholders, showcasing its initiatives, and advocating for change, the project can position itself as a key player in the European innovation ecosystem, catalysing collaboration and unlocking new opportunities for transformative change.

5.3.1 BOOSTING ENGAGEMENT AT INSME'S ANNUAL MEETING

INSME will host its Annual Meeting to celebrate its 20 years anniversary on the 14th-15th October of 2024 in Rome, co-hosted with [CONFAPI](#) (Italian Confederation of Private Small and Medium-sized Industries) and [Unioncamere](#), (the union of Italian Chambers of Commerce). Being featured in a specific section of INSME's Annual Meeting presents a unique opportunity for the AccelerAction project to generate alliances and strengthen its network within the international innovation ecosystem.

Firstly, the event serves as a convergence point for a diverse array of stakeholders, including INSME members, industry representatives, policymakers, and innovation enthusiasts from around the world. By showcasing the Virtual Ecosystem and Matchmaking Platform at the event, the project can attract attention and interest from a wide audience of potential partners and collaborators. The presence of INSME members, CONFAPI, and Unioncamere, representing private small and medium-sized industries and Italian Chambers of Commerce, respectively, offers a strategic opportunity to connect with key decision-makers and influencers in the innovation landscape.

Furthermore, INSME's 20th-anniversary celebration adds significance and prestige to the event, drawing greater attention and attendance from members and partners. The project's participation in the event, through an **AccelerAction stand** and promotional materials, reinforces its visibility and reinforces its commitment to fostering innovation and collaboration. By actively engaging with attendees and encouraging them to subscribe to the Virtual Ecosystem, the project can cultivate new alliances and partnerships, leveraging the event's conducive environment for networking and relationship-building.

The event's marketing campaigns, including e-mail marketing and social media campaigns dedicated to the event and its featured projects, further amplify the project's reach and impact. By being included in these campaigns, AccelerAction gains exposure to a broader audience, extending its outreach beyond the confines of the event itself. This multi-channel approach to promotion maximizes visibility and engagement, increasing the likelihood of generating alliances and fostering collaborations with INSME members and beyond.

Additionally, the event provides a platform for meaningful interactions, discussions around innovation, entrepreneurship, and collaboration that could be leveraged to hold one of the AccelerAction Factory Workshops. Through panel discussions, workshops, and networking sessions, the project can engage with attendees, share insights and best practices, and identify potential synergies and partnership opportunities. By actively participating in these activities and contributing to the dialogue, AccelerAction can position itself as a valuable partner and resource within the innovation ecosystem, paving the way for future collaborations and alliances.

5.4 LIAISON WITH WP6 (COMMUNICATION AND DISSEMINATION)

As explained throughout the deliverable, WP5 is deeply linked to all project WPs and WP6 is no exception. The outreach plan outlined in D5.1 further contributes to communication and dissemination efforts by detailing strategies to engage with stakeholders through workshops, influencer collaborations, and participation in European events. The material used and brand identity logos and templates will always be followed and taken into consideration. WP5 activities aim to raise awareness around the project, promote collaboration, and amplify its impact within the innovation ecosystem, which must be done with marketing strategies and communication expertise. The goal is to collaborate in order to reach the WP5 aim of 30% increase in coordination between the innovation stakeholders involved and over **10000 actors reached** through communication, alliances, and dissemination initiatives.

6 RISK MITIGATION

6.1 ENGAGEMENT RISKS AND STRATEGIES FOR MITIGATION

In the risk management section for WP5, it's important to address potential risks (as listed in the Grant Agreement) that could impede the achievement of project objectives and outline strategies to mitigate these hazards.

Listed in the Grant Agreement as Risk number 6, "Low engagement of stakeholders and ecosystem players in generating alliances", this hazard tackles the possibility of being met with limited stakeholder participation or engagement across the 27 EU countries could hinder the effectiveness of the project's outreach efforts. The tailored response to ensure this doesn't happen is to consider the community that has already been created through previous and parallel WPs from the innovation ecosystem as well as partner's internal pre-existing network of actors that would definitely benefit from AccelerAction results. INSME internally will implement a proactive engagement plan targeting its diverse network of stakeholders, including governmental bodies, international organisations, NGOs, and business support organisations. Regular updates, tailored messaging, and personalised outreach can enhance engagement.

INSME shall create a targeted campaign to be then shared through e-mail marketing and at in-person events to potentially interested stakeholders, starting from its initial database of over 7000 actors to contact and share AccelerAction services with. By creating an organised database, segmenting the internal network of potentially interested actors, INSME will ensure that the search for stakeholders doesn't need to begin from scratch, but rather rely on a pre-existing network of actors that work for innovation in SMEs and start-ups every day around Europe as well as the pre-existing contacts that have been solidified in previous and parallel Work Packages within the project.

7 CONCLUSION

In conclusion, Deliverable D5.1 serves as a foundational plan for the AccelerAction project, aiming to expand stakeholder involvement across the 27 European Union countries. It

delineates strategies focused on defining the project's value proposition, mapping stakeholders, and implementing an outreach plan to engage a large number of actors within the project's Virtual Ecosystem by the project's end in early 2025.

It is important to underscore that this deliverable represents a plan subject to adaptation and refinement as the project progresses. As such, flexibility and responsiveness to changing dynamics within the innovation ecosystem will be crucial to achieving the project's overarching objectives.

In summary, the Alliance Generation Plan outlines a comprehensive strategy to foster collaboration, drive innovation, and empower startups across Europe, contributing to the development of a vibrant and inclusive innovation ecosystem.

8 REFERENCES

OECD Committee for SMEs and Entrepreneurship (CSMEE): <https://www.oecd.org/cfe/smes/oecd-sme-and-entrepreneurship-ministerial-meeting-2023-key-resources.htm>

OECD Digital Initiative for SMEs (D4SME): <https://www.oecd.org/digital/sme/>

AccelerAction GROW Programme: <https://acceleraction.eu/growprogramme/>

DeepTech ACT: <https://deeptechact.acceleraction.eu/>

International Entrepreneurship Forum: <https://iefconference.org/>

SLUSH: <https://slush.org/>

WEB Summit (Lisbon 2024): https://websummit.com/?utm_source=google&utm_medium=cpc&utm_campaign=20777355056&utm_content=164218860948&utm_term=web%20summit%20conference&gad_source=1&gclid=Cj0KCQjw3tCyBhDBARIsAEY0XNkyBDi8sUZgN29F5-q9iClBmqyZ9fcEwnfbcEXaTlw5ispoVyxioSMAhKzEALw_wcB

CONFAPI: <https://confapi.org/it/>

Unioncamere: <https://www.unioncamere.gov.it/>

Accelero: <https://ebn.eu/project/accelero/>

ESIL - Early Stage Investing Launchpad: <https://www.europeanesil.eu/about/>

RAISE: <https://theraise.eu/>