30 July 2025

EcoVolve: Evolutionizing Ecosystems for Social Enterprises in CEE Region

D4: Developed Marketing/Communication Strategy and Campaigns Aimed at Different Audiences

Dissemination, Exploitation and Communication (DEC) Plan

Co-funded by the European Union

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1. Preamble

EcoVolve: Evolutionizing Ecosystems for Social Enterprises in the CEE Region (Project number: 101188814) is an EU co-funded project started on 1 December 2024. The project aims to contribute to convergence of CEE social finance markets and thus mitigate their heterogeneity across the EU. The main outcome of this project include continuing a capacity-building programme piloted in Austria, Hungary, and Romania from March 2024 to May 2025, and rolling it out to preferably four more CEE countries (5-7 countries in total); providing capacity-building to at least 60 (ideally 100) social enterprises; the provision of new impact-linked financing (equity and equity-like) to 20 social enterprises; setting- up of impact fund structure and to raise at least 20 mln EURs in funding from impact investors.

The consortium members and affiliated partners (together further: **project partners**) are the following entities:

- IFUA Nonprofit Partner Közhasznú Nonprofit Kft., referred as **IFUA NPP or Coordinator**
- SIMPACT Közhasznú Nonprofit Kft., referred as **SIMPACT**
- Erste Social Finance Holding GmbH, referred as **ESFH**
- Erste Group Bank AG, referred as **EGB**
- European Venture Philanthropy Association, referred as **EVPA**

2. Objective of the Communication Strategy

The EcoVolve Communications Strategy is designed to amplify the project's mission: to build a dynamic social finance ecosystem and empower social enterprises (SEs) across Central and Eastern Europe (CEE) to scale their impact through a capacity building programme called Marc – Make a Change, Leave a Mark (referred to as just Marc throughout this document) and to develop impact-linked financial instruments (e.g. equity, quasi-equity and mezzanine) adapted to social finance markets, and setting up of impact fund structure. Therefore, the main objectives of the communication strategy are:

- **Disseminate** financial instruments and non-financial support needs research. Disseminate results, success stories, and best practices to promote long-term systemic change in social finance across Europe.
- **Raise awareness** of EcoVolve among SEs, investors, and ecosystem stakeholders.
- **Engage and recruit** high-potential social enterprises for capacity-building and financing through Marc.
- Ensure strong, **consistent visibility of EU funding**, reinforcing transparency and credibility.

This communication strategy serves as the DEC (Dissemination, Exploitation and Communication) Plan of the project as well.

3. Target Audiences

Each communication effort will be tailored to resonate with these audiences, ensuring relevance, clarity, and motivation to engage with EcoVolve.

Primary audience:

- **Social enterprises, small and medium sized enterprises, start-ups** with a clear social or environmental mission, seeking sustainable growth and financing solutions.
- **Entrepreneurs** with scalable ideas addressing societal challenges in fields such as education, healthcare**,** sustainability, poverty reduction, and inclusion.

Secondary audience:

- **Investors** (impact funds, angel investors, banks).
- **Capability-building organisations**, corporate supporters, municipalities, and public entities.

4. Key Messages & Value Proposition

EcoVolve bridges the gap between **purpose-driven enterprises** and the financial tools they need to thrive. Core messages include:

- **Access to tailored support:** EcoVolve provides strategic guidance, capacity-building (Marc), and mentorship designed specifically for the challenges faced by social enterprises in CEE.
- **Innovative financing solutions:** Impact-linked financial instruments (e.g. equity, quasi-equity and mezzanine) adapted to social finance markets and setting up of impact fund structure.
- **Sustainable future:** Helping enterprises shift from grant dependency to self-sustaining, scalable business models.
- **Thriving community:** Enable connecting with peers, investors, and experts across borders, fostering collaboration and shared growth.
- **Marc as the part of EcoVolve project:** The expansion and continuation of the Marc Impact programme is co-funded by the European Union within the EcoVolve project.

5. Channels

A robust, **multi-channel strategy** will maximize reach and engagement across diverse audiences and geographies.

- **Digital presence through websites, social media and Tender Portal:**

- **A subpage on Erste Social Finance's webpage will be opened**, where the project summary, public deliverables and milestones will be communicated.
- **Official EcoVolve LinkedIn page will be established**, where all relevant project outputs will be effectively communicated (detailed out below), whether through carousel posts, short-form copy, or other suitable formats. Together with an external media agency to be contracted, the WP2 team will develop a social media plan for this purpose.
- These same posts will be promoted/re-posted through **social media channels** of SIMPACT, IFUA Nonprofit, Erste Social Finance, ERSTE Foundation, Impact Europe, and Local Programme Partners.
- **Marc (Capacity Building Programme)** websites established: a central website established with country websites (Austria, Hungary, Romania, Serbia, Czech Republic, Croatia and Slovakia) being developed. These webpages will state that Marc is co-financed by EcoVolve.
- **Tender Portal:** All relevant information and deliverable will be uploaded to the official Portal page.

- **Offline outreach:** The project will feature a structured series of international events to maximise engagement, visibility, and dissemination of results. It will begin with the flagship event re:Marc – Best of CEE on 6 May 2025, followed by a planned session at Impact Week by Impact Europe in fall 2026 where the two case studies (more information below on the case studies) will be presented, and a closing event towards the end of the project duration.

In addition to these core events, the team will seek opportunities to participate in other thematically relevant conferences provided the opportunity arises. One such example is the Impact Europe Annual Conference, where outcomes from EcoVolve can/may be shared in various formats such as expert talks, workshops, networking sessions or flyers.

6. Content & Campaigns

The content strategy focuses on **engagement, education, and inspiration**, balancing informative updates with compelling storytelling:

- **Ongoing engagement:** Participant success stories, and impact metrics including the dissemination of project deliverables and milestones (as stipulated in the Grant Agreement) featuring key findings of the project will be shared/communicated.
- **Case studies:** Two case studies that showcase best practices and examples developed within the EcoVolve project will be produced/developed. The first case study will compare capacity building (Marc) in Central and Eastern Europe with an comparable capacity building programme from Western Europe and will be delivered in September 2025. The second case study will address impact-linked financing in Romania and will be delivered in September 2026. Both case studies are designed to

promote the outcomes of the EcoVolve project and will be disseminated widely by all consortium partners.

- **Storytelling Focus:** Share journeys of participating SEs, emphasising transformation and impact. Utilise infographics, short videos, and testimonials to enhance reach and relatability.

7. Roles and Responsibilities

The communication activities of the project will have well-defined roles and responsibilities such as the following.

Roles	Responsible
Coordination, implementation and supervision of communication activity of the project	Work Package 2. leader and team members
Content creation for offline and online communication	• Steering Committee of the project • Work package leaders and program managers
Uploading content for webpages and social media	All project partners
Uploading information and deliverables to Tender Portal	Coordinator (IFUA NPP)

8. Action Plan

The following action plan is aligned with the project's deliverables. Its purpose is to ensure that all relevant project outputs are effectively communicated, whether through carousel posts, short form copy or other suitable formats.

Deliverable / Task	Channel	Responsible of content creation	Deadline
Uploading Project Summary to Tender Portal	Tender Portal	WP2 leader, uploading: Coordinator	31 January 2025
Developing common sharepoint to share working materials	Erste sharepoint	ESFH	01 December 2024
Developing templates and visuals of the project	-	WP2 leader and members	31 January 2025
Developing the marketing strategy of the project – D4.	• Tender Portal • Project webpage • Social media of project partners	WP2 leader and members	31 July 2025

Deliverable / Task	Channel	Responsible of content creation	Deadline
Launch the project website and social media channels	• Project webpage • Social media of project partners	WP2 leader and members	30 September 2025
Creation and publication of deliverables and milestones Note: In case of sensitive deliverables and milestones only the title will be published on webpage and social media	• Tender Portal • Project webpage • Social media of project partners	WP2-6. leaders; uploading: Coordinator	31 January 2025 – 31 May 2027
Case Study I	• Project webpage • Social media of project partners	Impact Europe	30 September 2025
Case Study II	• Project webpage • Social media of project partners	Impact Europe	30 September 2026
Share updates on capacity-building programs and financing initiatives	• Project webpage • Social media of Beneficiaries	WP2-6. leaders; uploading: WP2	Min. 1 post per month
Organizing regional workshops and networking events	offline	WP 5-6. leaders	31 January 2025 – 31 May 2027
Hosting a closing conference to present results and lessons learned	offline	Project team	31 May 2027
Ensuring long-term accessibility of project resources on the website	• Project webpage • Social media of project partners	ESFH; all project partners	-

9. EU Funding Visibility

EcoVolve fully integrates EU visibility requirements into every communication touchpoint:

- The **EU funding logo** will be prominently displayed on all social media visuals, campaign assets, and event materials (such as brochures, flyers, roll-ups or conference banners).
- For consistency and transparency, all social media posts must conclude with the following disclaimer: ***"The expansion and continuation of the Marc Impact programme is co-funded by the European Union within the EcoVolve project."***