EIT Digital

Funded by the European Union

EIT Digital Master School Recruitment Campaign – Agency briefing

We are looking for the tech leaders of the future, to be trained in ELSA and with an entrepreneurial mindset. Help us find them.

1. Introduction

The EIT Digital Master School aims to solidify its reputation as a leading institution for cutting-edge STEAM education by launching an innovative recruitment marketing campaign. The primary objective is to attract top-tier, tech-savvy students and young professionals globally who are eager to advance their expertise in areas such as artificial intelligence, data science, cybersecurity, and software development and more.

Our 9 courses to promote:

- Data Science,
- Fintech,
- Fintech for Business,
- Emotion Artificial intelligence,
- Cybersecurity,
- Embedded Systems and Design,
- Human Computer Interaction and Design,
- Autonomous Systems and Intelligent Robots,
- Cloud Network and Infrastructure

Key Campaign Objectives:

- Increase Enrollment: Achieve a 20% increase in enrollment numbers for the next academic year by targeting qualified applicants who align with the school's academic rigor and career-focused curriculum.
- Brand Positioning: Position EIT Digital Master School as a premier institution for future-driven education, emphasizing its unique blend of theoretical learning, hands-on projects, and partnerships with leading tech firms.
- Global Reach and Diversity: Expand the student demographic to include candidates from diverse backgrounds across different regions, thereby enriching the educational environment with a multitude of perspectives.

Target Audience:

- Prospective undergraduate and graduate students with a strong interest in
- technology.
- Young professionals looking to upskill or transition into tech-focused careers.
- High-achieving students from top-performing schools and tech competitions

- globally.

Strategic Initiatives:

1. Digital Engagement: Launch targeted social media ads, search engine marketing, and video content that showcase success stories of alumni, current students, and faculty members.

Metrics for Success:

- Engagement Rates: Increase in website traffic and social media engagement by
- 30%.
- Conversion Rates: Growth in the number of applications submitted by targeted
- prospects.
- Diversity Index: ensure EIT Digital can grow the ratio of female students (2024
- baseline 32% growth YOY).
- ROI Measurement: Analyze the campaign's cost-effectiveness through digital ad
- performance and enrollment yield.

This strategic recruitment marketing campaign will establish EIT Digital Master School not only as an educational leader but as a transformative force in developing the next generation of tech pioneers.

Approach:

EIT Digital plans a 3-wave campaign on the below channels targeting students based on demographic interest, and behavioral marketing considerations. Creative assets to be provided by EIT Digital.

Channels to use: Instagram, TikTok, Reddit, Spotify

Targeting to consider: EU 27 (consider putting part of the budget to the locations where we carry out the programme, ie the BSC students ot the universities, UK, Mumbai (IN), Beijing, Shanghai, Hong Kong, Serbia

Campaign waves:

Wave 1: General campaign about the programme

Wave 2: Campaign per course
Wave 3: Local push - pushing where we are weak

Target audience:

Demography: Bachelor students studying in mathematics, computer science, engineering, physics, informatics, ICT, computer engineering, with interest in STEAM, OR Junior professionals with the above degrees looking to complete their masters
Location: See above
School: Students of the partner schools currently in BSC: University of Trento, University of Rennes, KTH Royal Institute of Technology, Aalto University, Eötvös Lóránd University, Budapest University of Technology and Economics, Universite Cote D'azur, Politecnico di Bari, EURECOM, University of Aegean, University of Turku, Babes Bolyai University, University of Twente, Technical university of Madrid, Politecnico di Milano, University of Turin, University of Bologna, ISEN (FR), Tempere University, Tallin University of Technology, Universita degli studio di Trento, Riga Technical University.

Other high-profile schools welcome.

Gender: Male and female
Age setting in the systems: 21-30
Language: don't use the setting (we don't exclude, English test will be needed anyway).

Lifestyle behaviroal marketing setting – use with conditionality
Travel, couch surfing, hiking, cityscape, hackathons, biking road trip, chess, GTA, Final Fantasy, Dragon's Dogma, Heeldivers 2, portugal, gym, coast driving, surfing, island hopping, fjords, lake, boating, motorboat, jetski, padel, football, Asphalt legends, mobile games. Pokemon go, clashlands, kingdom two crowns, roblox, vault, bitcoin, revolut, solana, dogecoin, flights, diving, jetski, ski.

Analytics and ROAS calculation:

EIT Digital aspires to the highest standards in data driven decision making and analytics.

EIT Digital uses **coupler.io** for the campaign monitoring, the agency is expected to work with the existing **coupler.io** dashboards (via looker studio) the Marketing Communications and Stakeholder engagement team has prepared.

Budget and budget breakdown:

Budget €45000

Total used for ads: €44750 (with an allocation of €250 for the analytics software on top).

Budget allocation per wave

Wave 1 – 25%

Wave 2 – 70%

Wave 3 – 5%

Budget allocation per channel

Instagram – 60%

TikTok – 30%

REDDIT – €2K

Spotify - €2K

Red Book (CN) - €5K

Thank you!

Annexes

Annex A. Proposal submission

All proposals need to be filled and submitted via the EIT Digital submission system that can be reached via the EIT Digital intranet page. Proposals need to be formally submitted via the EIT Digital submission system before the hard **deadline on 28TH April 2025**, 5 pm CEST (Brussels time).

Should the quality of proposals be insufficient based on the evaluation criteria listed in Annex C, EIT Digital reserves the right to open a second submission to collect and assess new Recruitment Campaign proposals.

The detailed process, including requirements, criteria and evaluation methodology for proposals, is presented in Annex B and C. Applicants can also find a list of FAQs on the webpage where the call is published.

A.1. Appeal procedure

EIT Digital will, in good faith, address any potential disputes on the outcome of the selection process described in this document in a timely manner. An appeal should be issued, by the proposers, to the attention of the relevant Node Director, by factually underpinning the alleged incorrections in the evaluation and feedback provided by EIT Digital. Note that the External Experts evaluation cannot be appealed.

A.2. Review Process timeline

To respect the tight timeline, the following will apply:

1. Publication of the results: approximately four weeks after the submittal deadline.
2. Proposers should bring the appeal to the attention of the relevant Manager within 5 business days from the publication of the results.
3. The Marketing and Communications Manager examines the appeal, and if the grounds for the appeal are found with merit, then the appeal will be sent for a second review by the Management Committee. The EIT Digital Management Committee will review the appeal and make a final decision.

Action	Date
Submission system opens	14th April 2025
Proposal submission closes	28th April 2025
Feedback to selected/rejected activities	29th April 2025
Appeal window (5 days)	6th May 2025
Proposal adjustments window (5 business days)	13th May 2025
Activities start	20th May 2025

Annex B: Costs Reporting and KPIs

This Annex includes important additional information related to formal requirements on KPIs, financial costs and partnership for funded activities that will be included in the EIT Digital Business Plan. **It is therefore important that applicants read this section carefully.** All Business Plan Activities need to comply with the Horizon Europe and EIT requirements, which may be subject to changes. A dedicated EIT Digital intranet page (requiring a valid EIT Digital intranet account to be accessed) contains further essential information for proposal authors and will be kept up to date with the latest information.

Please get in contact with EIT Digital staff (social@eitdigital.eu) to make sure you can access the EIT Digital intranet. This is especially relevant for activity partners that are not EIT Digital Partners yet.

Type of Financial Support: The financial support offered by EIT Digital is structured in the form of reimbursement of actual costs declared in the activity proposal budget. The funds are released in several tranches during a time frame of 9-12 months.

B.1. Cost Reporting

The financial justification of the activity is detailed in the EIT Digital submission system (tab “5. Tasks and Costs”, tab “6. Cost justification” and in tab “7. Funding”). The budget information needs to be precise and concrete, considering the requirements from the Horizon Europe Model Grant Agreement (MGA) and the EIT Digital Financial Support Agreement (FSA). These are key documents defining the general framework under which Activities need to operate. These are shared with EIT Digital Partners via the EIT Digital intranet page. It is highly recommended for activity partners that are not EIT Digital Partners yet, to get in contact with EIT Digital staff (social@eitdigital.eu) early on to gain access to the intranet, where both the Strategic Innovation Agenda (SIA) and the Model Grant Agreement (MGA) documents, as well as the submission system, can be found.

It is very important that the activity proposal assigns its budget to the correct cost categories, amongst the following:

A. Personnel costs
B. Sub-contracting costs
C. Purchase costs
D. Other cost categories
E. Indirect costs. This is a flat rate of 25% calculated on the eligible direct costs (categories A-D, except volunteer's costs, subcontracting costs, financial support to third parties and exempted specific cost categories, if any).

Please note the following about the content in the Model Grant Agreement and EIT Digital submission system:

- The “action” refers to the EIT Digital Business Plan including its Annexes.
- Costs need to be allocated to one or more tasks. Tasks define how the work is broken down between partners and how much each part of the work costs. It is possible to model the budget of a Task based on planning assumptions, while the

reporting will have to be based on actual costs, which cannot exceed the approved budget.

- Financial Support to Third Parties (or sub-granting) can be used to allocate budget to third parties outside of the EIT Digital partnership requirement. The sub-grantee selection process should be open, transparent and follow all applicable rules (as defined in the Model Grant Agreement). It is recommended to make a limited use of this cost category.
- Sub-contracting needs to be explicitly defined in the proposal that will be included in the Business Plan and follow all applicable rules, especially regarding the value for money and avoidance of conflict of interest.
- Full Time Equivalents (FTE): We strongly recommend a commitment of at least 0.2 FTEs per partner and Task Leader/Contributor to ensure a meaningful involvement and the allocation of enough capacity to the specific task.

As set out in Art. 20 of the HE MGA, each beneficiary must keep appropriate and sufficient evidence to prove the eligibility of all the costs declared, proper implementation of the action and compliance with all the other obligations under the Grant Agreement. The evidence must be verifiable, auditable and available. It must be correctly archived for the duration of the project indicated in the Grant Agreement. In general, the evidence must be kept for at least 5 years after final payment or longer if there are ongoing procedures (audits, investigations, litigation, etc.).

B.2. Conflict of Interest

Beneficiaries must take all measures to prevent any situation that could compromise the impartial and objective implementation of the Agreement for reasons involving family, emotional life, political or national affinity, economic interest or any other direct or indirect interest ("conflict of interest").

Beneficiaries must formally notify the granting authority without delay of any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation. The granting authority may verify that the measures taken are appropriate and may require additional measures to be taken by a specified deadline.

B.2.1. Consequences of non-compliance

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced.

B.3 Key Performance Indicators (KPIs)

Each Activity needs to define its target values for a set of relevant KPIs, consisting of:

- EIT-Level KPIs (EIT KPIs): defined by the EIT for the entire EIT community (KICs). These are the most important KPIs and require supporting formal evidence of achievement. For example:
  - **EITHE07-09**: Students-Graduates from EIT-labelled programmes
- KIC-Internal KPIs (INT KPIs): defined by EIT Digital as additional monitoring parameters. For example:
  - **INT10**: Number of Women part of the Activity Team
  - **INT11**: Number of Industry Partners engaged in Education Activities
- Activity Specific Quantifiable Targets (ASQTs): defined by individual Activity proposers and requested to define additional, measurable, Activity-specific targets that can demonstrate the impact of its implementation.

To define their KPI targets, proposal authors need to be aware of the acceptance requirements of KPIs. Without the required evidence documentation, KPIs may not be accepted by EIT in the formal Activity review process. Please note that financial penalties may be applied by the EIT and EIT Digital in case of under-delivery, including under-achievements in any of the 3 above categories of targets and KPIs.

As valuable KPI achievements may also materialise during subsequent years, Partners will be asked to support the reporting of KPI results related to their Activity even after its official end.

Furthermore, EIT Digital follows up the selected activities up to 5 years after activity completion to track long-term impact and to ensure the achievement of KPIs after the activity ends.

B.4 Activity Monitoring

All activities selected for funding undergo continuous monitoring by EIT Digital to ensure effective progress and implementation and to trigger payments according to the achievement of milestone, deliverables and KPIs. The mid-term monitoring will cover several aspects relating to the activity implementation including, but not limited to: achievement of outputs, milestones, deliverables and KPIs; risk management; financial management; quality assurance; progress against KPI achievement and impact delivery; communication and dissemination; co-branding. EIT Digital will request a Deliverable.

In the case of under-performance, significant delay of implementation, or any other reason jeopardizing the timely implementation of the activity identified during the monitoring process, EIT Digital reserves the right to discontinue or restructure the funding of the activity at any point during its implementation.

B.5 Gender Equality

EIT Digital is committed to promoting **gender equality and diversity** across all its activities, as outlined in its Gender Mainstreaming Policy. Applicants are encouraged to integrate gender considerations into the design of their proposed activities, ensuring inclusivity and equal opportunities. Additionally, during the contract performance, applicants should share their measures and strategies that promote gender equality, contributing to a more equitable digital innovation ecosystem.

Annex C: Communication, Dissemination and Visibility

C.1. Visibility: the European Flag and Funding Statement

Unless otherwise agreed with EIT Digital, communication activities of the partners related to the Activity (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by EIT Digital must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages where appropriate). Other allowed layouts/backgrounds can be found in the EIT Digital Intranet.

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. logos of partners), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the partners may use the emblem without first obtaining approval from EIT Digital. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

C.2. Quality of Information: Disclaimer

Any communication or dissemination must indicate the following disclaimer (translated into local languages where appropriate):

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EIT Digital. Neither the European Union nor EIT Digital can be held responsible for them."

C.3. Specific Communication, Dissemination and Visibility Rules

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced.

C.4. Dissemination, communication, and exploitation of the results of the activities

Applicants need to respect the provisions of Article 16 regarding the Intellectual Property Rights (IPR) — Background And Results — Access Rights And Rights and Article 17 regarding Communication, dissemination and visibility of the (Model) Grant Agreement . Applicants should engage in dissemination, communication and exploitation of the results of the activities.

C.5. Intellectual property

Participating entities agree to respect IPR Rules (Article 16) of the (Model) Grant Agreement.