

# Better Incubation

Innovation Ecosystems for Social Change

# Telling Stories of Impact

by Impact Hub Network

**ONLINE WORKSHOP, 20 OCTOBER 2021**

**Wendy van Leeuwen, Head of Brand + Comms**

**Flavia Ladino, Internal Brand + Comms Lead**



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“Marketing is no longer about the stuff that you make, but about the stories you tell.”

- Seth Godin

# Today's agenda

→ Getting to know each other (15 mins)

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positioning (golden circle + grid) & personas

BREAK 10 mins

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channels

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channels
- **Get \*INSPIRED (30 mins)**  
campaigns & content  
examples
- the end**

# Let's get to know each other (15 mins)







**if you were an emoji  
which would you be?**



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## The theory part... (15 mins)



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"I'M A GREAT  
LOVER."



MARKETING

"I'M A GREAT LOVER.  
I'M A GREAT LOVER.  
I'M A GREAT LOVER."



ADVERTISING

"TRUST ME.  
HE'S A GREAT  
LOVER."



PUBLIC RELATIONS

"I UNDERSTAND  
YOU'RE A GREAT  
LOVER."



BRANDING

# So that we're on the same page...



**Brand.** The way a company, organization, or individual is perceived by those who experience it. More than simply a name, term, design, or symbol, a brand is the recognizable feeling a product or business evokes.

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**Communications.** The act of conveying meanings from one entity/group to another with the goal of establishing quality relationships between the entity/group and its 'public', with which it's affiliated, acquiring social notoriety and an appropriate public image according to its intentions and activities.



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**Communications.** The act of conveying meanings from one entity/group to another with the goal of establishing quality relationships between the entity/group and its 'public', with which it's affiliated, acquiring social notoriety and an appropriate public image according to its intentions and activities.

**Marketing.** The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

# In other words...



**Branding** is a promise to your audiences, it tells them what they can expect from your organization, products and services. It is a unique selling point and identity.

**Branding is about emotions.**

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**Marketing is about value.**

Brand, communications, marketing  
all are about **storytelling**

# What makes telling stories of impact - different?

**Impact businesses are different.** Traditional businesses seek to satisfy consumer needs and want to maximize their profit. An impact businesses' main objective is to solve a social and / or environmental challenge - while building a financial sustainability. Profit is part of the process, however it is not its main objective; It is mainly a way of ensuring that the company will be able to mitigate a real problem in society and generate a positive social impact.

You need to **be clear about the purpose of your company/organization** (what cause it stands for and what positive impact it aims to generate in society) so that it is the main driver behind your communications efforts.

→ **What is your theory of change? Why do you exist?**

→ **What's the impact the business you're telling a story about is aiming to make?**



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## Let's think, and strategize (60 mins)



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# Brand Positioning

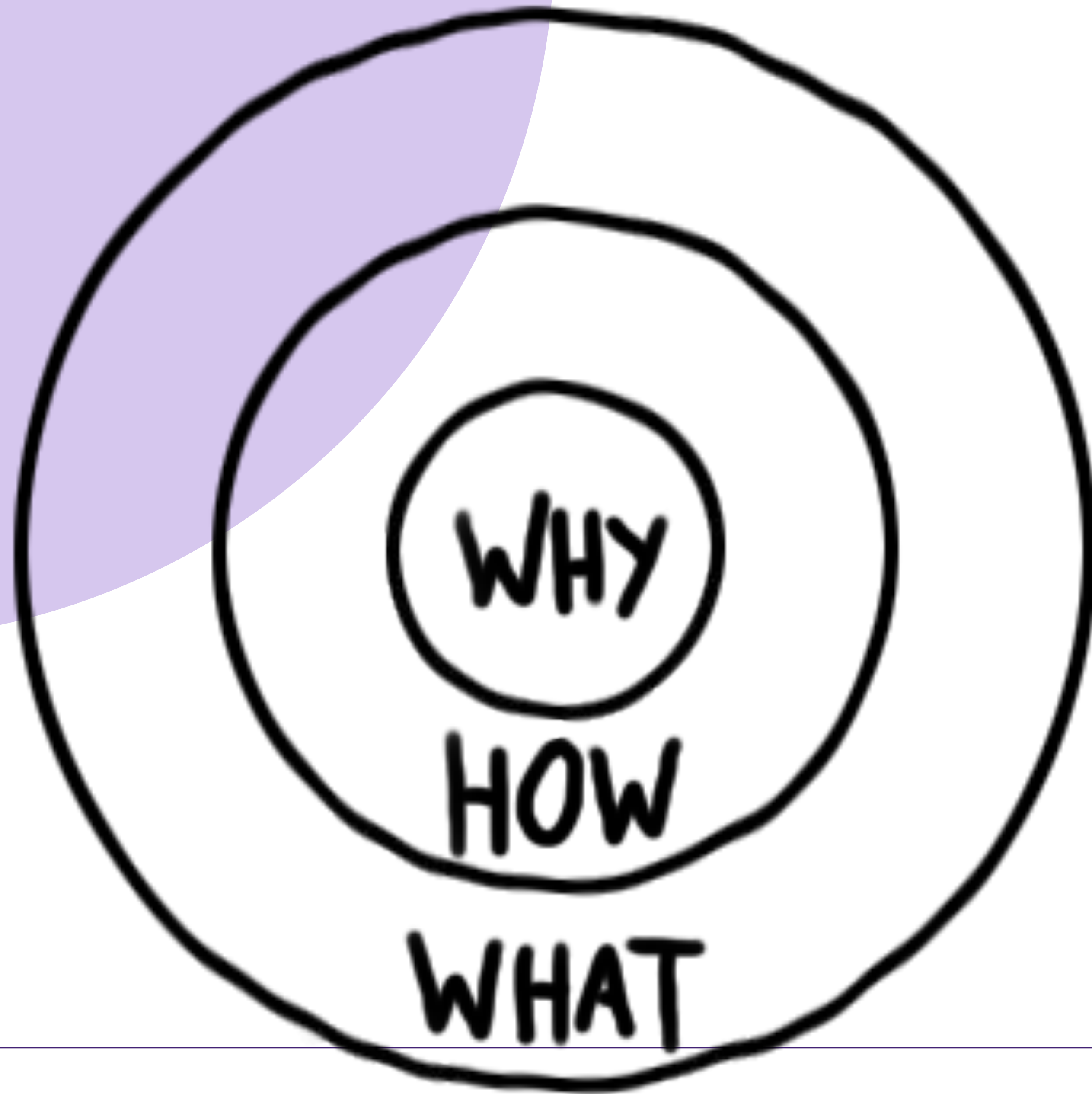
**Positioning is the process of positioning your brand in the mind of your audiences.**

key steps to clarify your positioning

- Determine how your brand is currently positioning itself in your market (WHY do you exist, HOW do you work, WHAT do you do and for WHOM?)

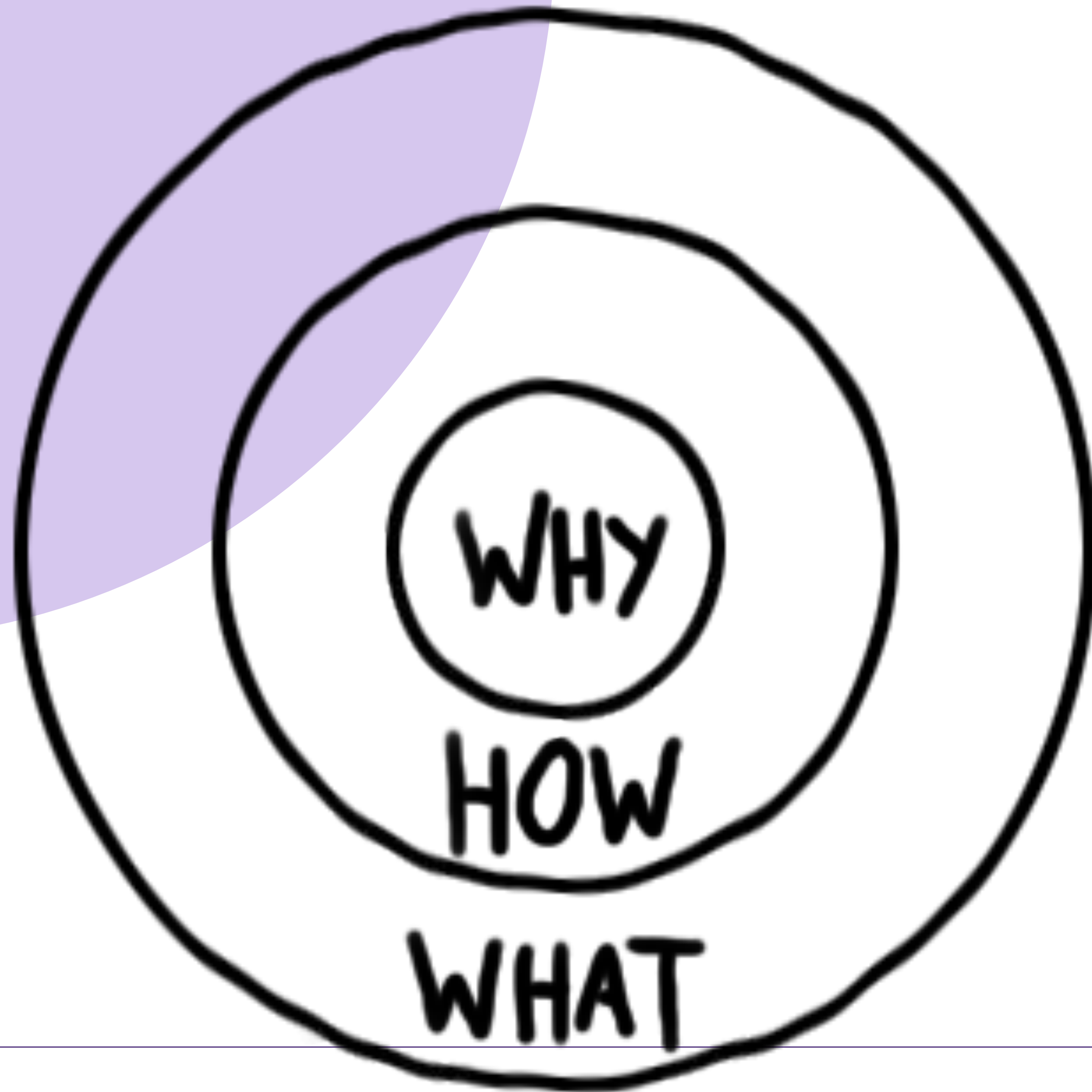
**EXERCISE: fill out the Golden Circle for your organization**





## What

Every organisation knows WHAT they do. These are the products they sell or services they offer.



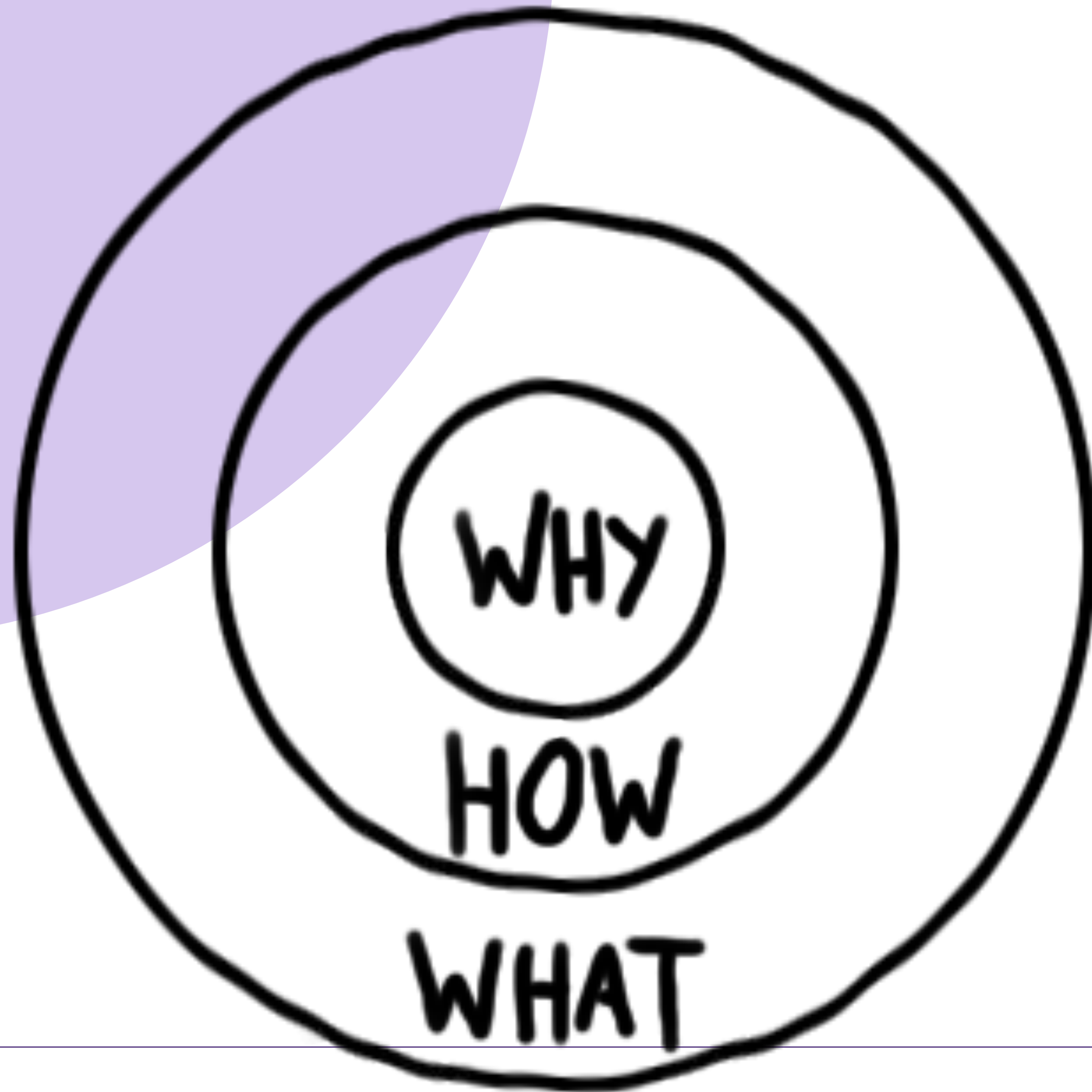
### **What**

Every organisation knows WHAT they do. These are the products they sell or services they offer.

### **How**

Some organisations know HOW they do it. These are the things that make them special and set them apart.





### **What**

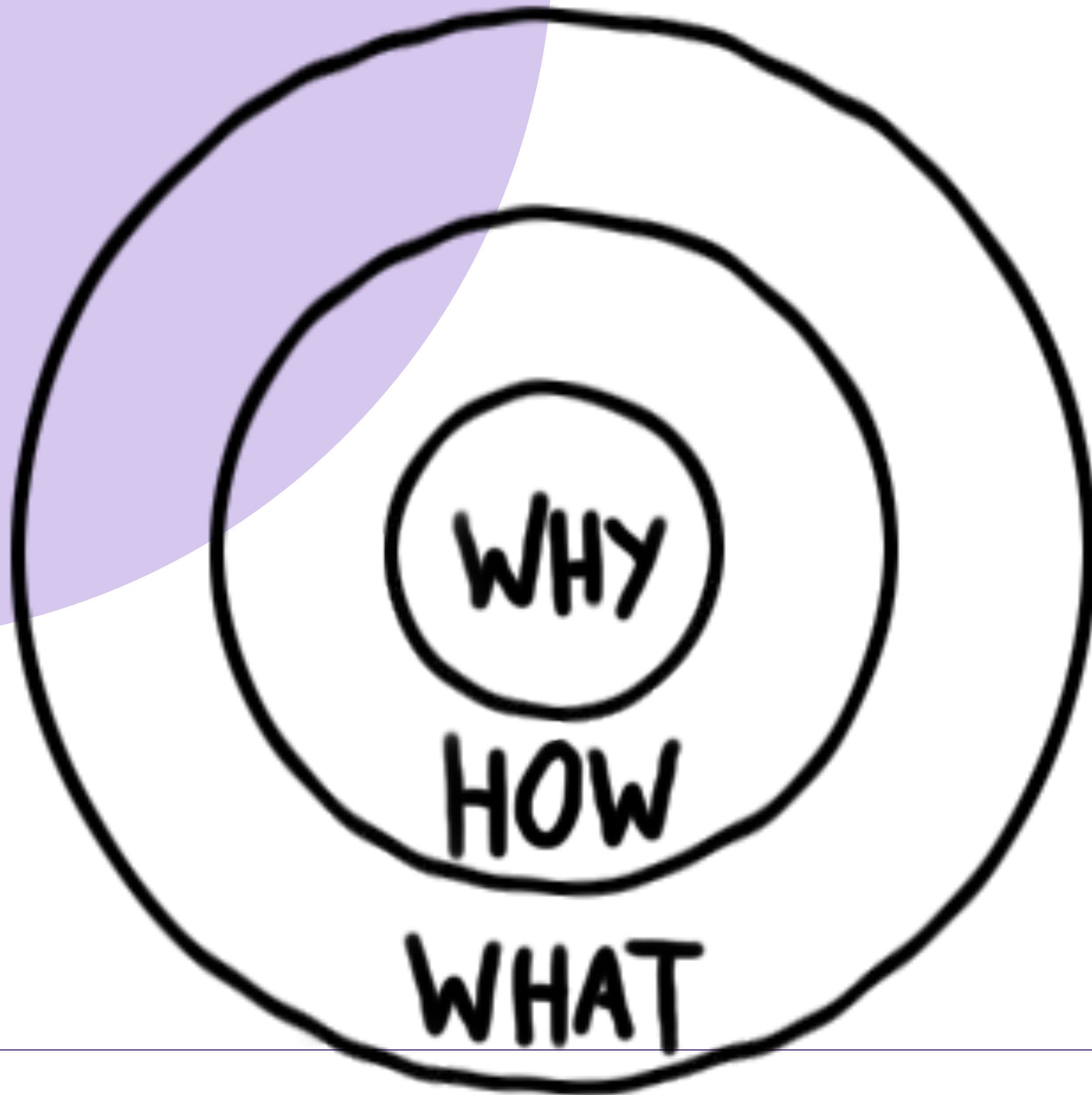
Every organisation knows WHAT they do. These are the products they sell or services they offer.

### **How**

Some organisations know HOW they do it. These are the things that make them special and set them apart.

### **Why**

Very few organisations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the reason your organization exists.



### What

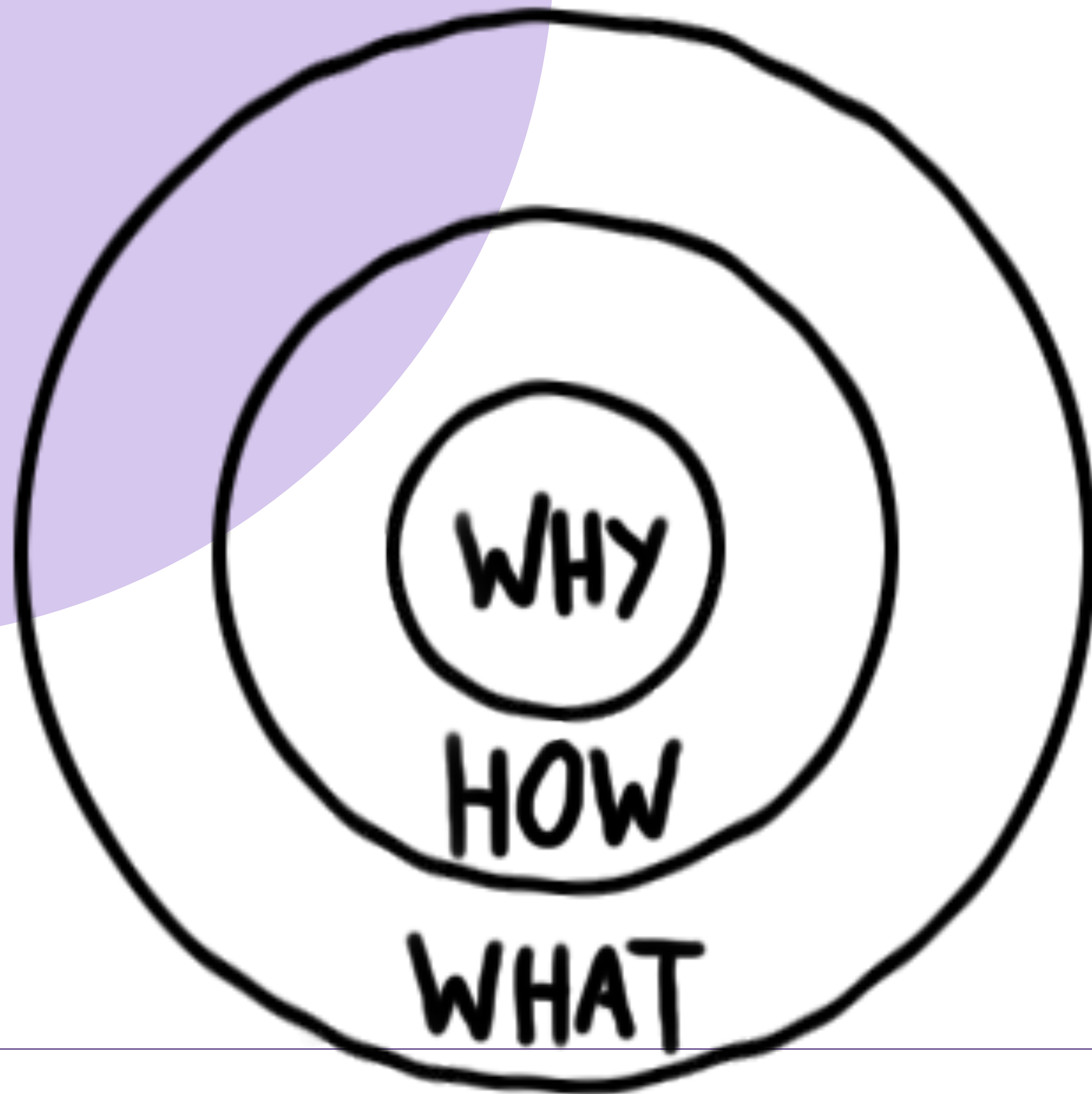
We just happen to make great computers.

### How

We make products that are beautifully designed and user-friendly.

### Why

We believe in challenging the status quo. We think differently.



### What

We support 24.000+ impact-driven entrepreneurs and innovators by connecting them with 100s of organizations, investors and the public sector.

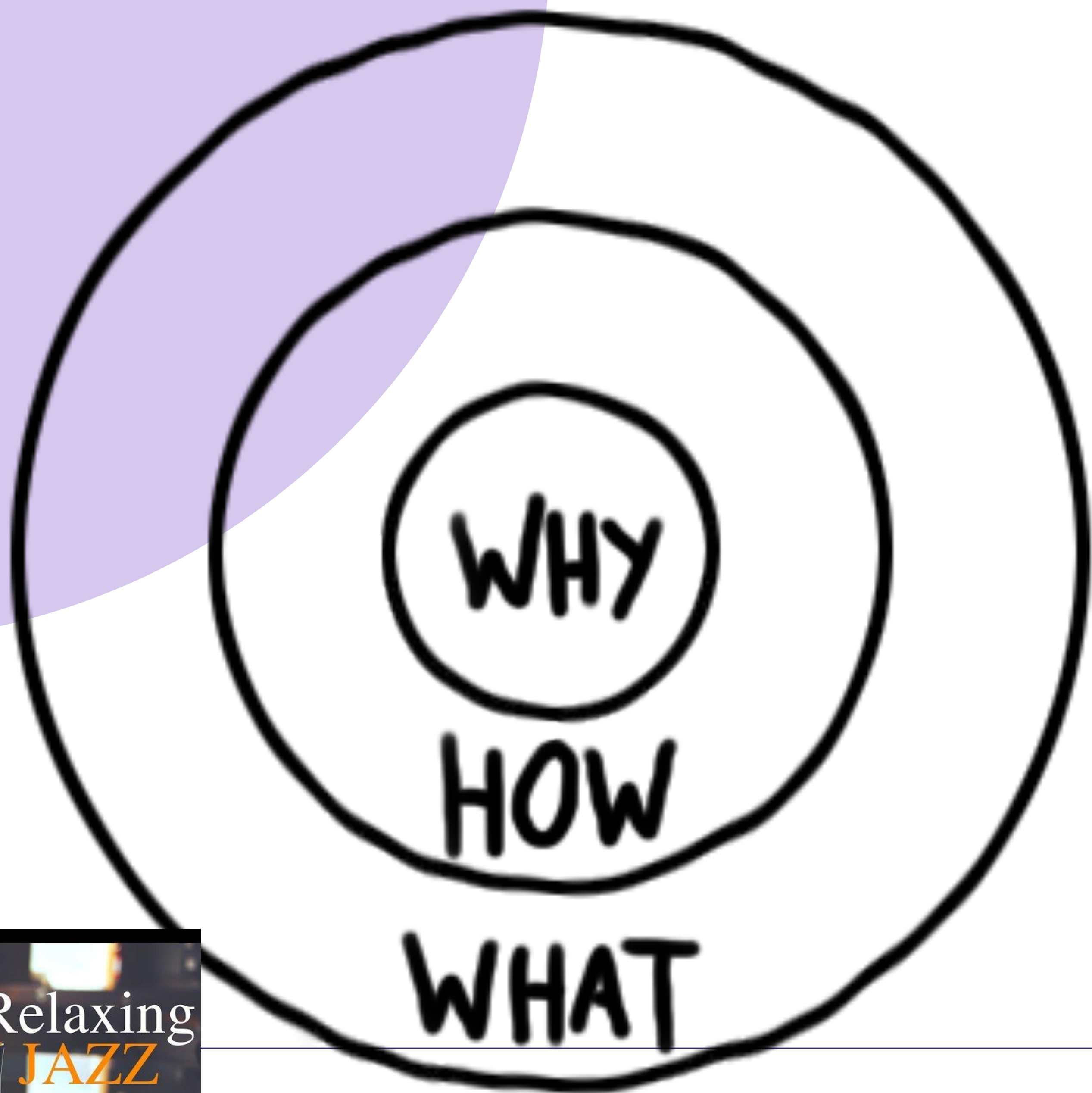
### How

We enable collaboration for impactful and scalable solutions.

### Why

We exist to accelerate the transition to a more just and sustainable future.





What

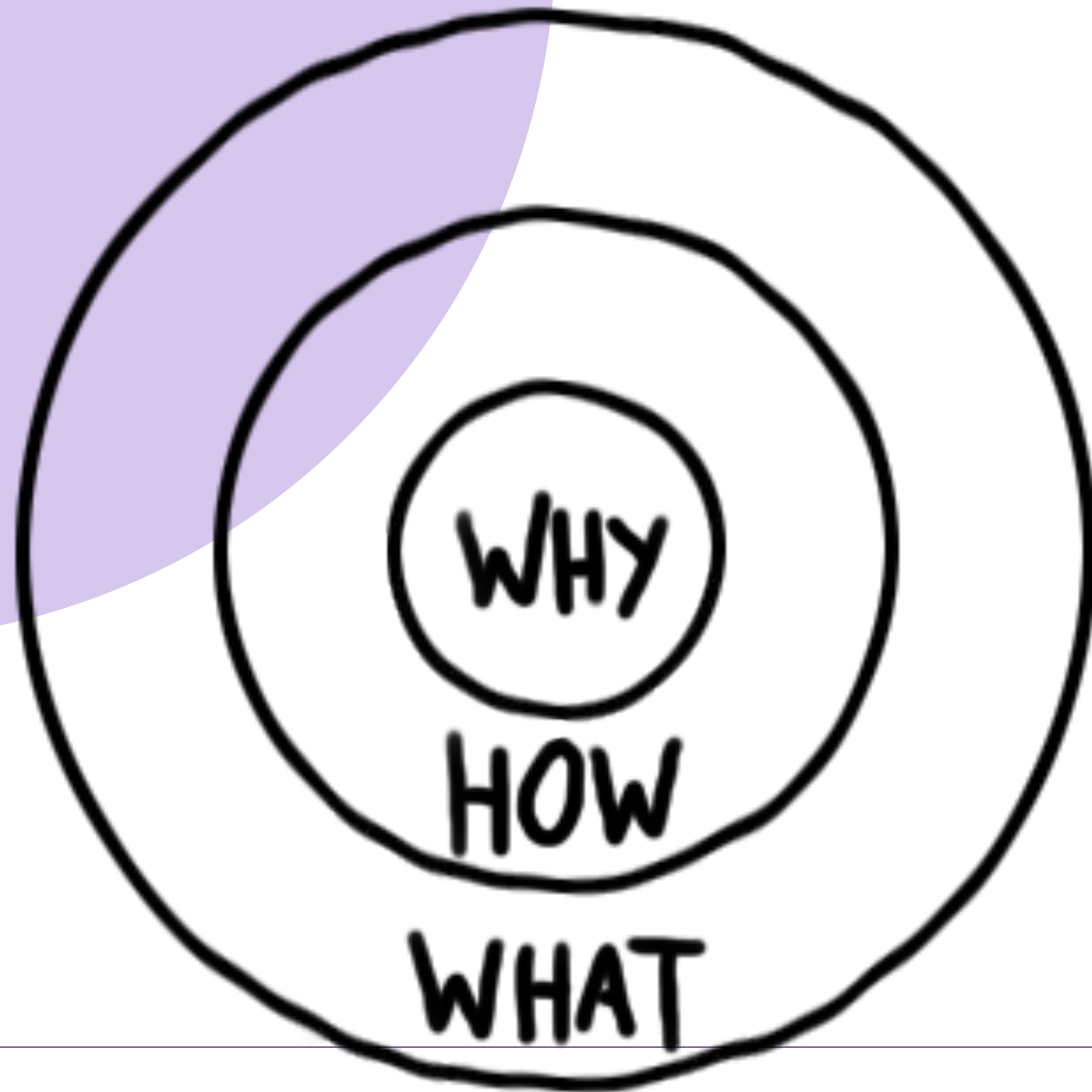
How

Why



tion





**10 minutes**  
fill in your  
golden circle

# Brand Positioning

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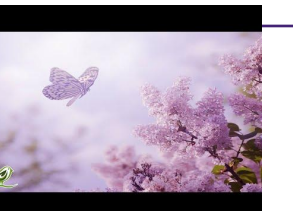
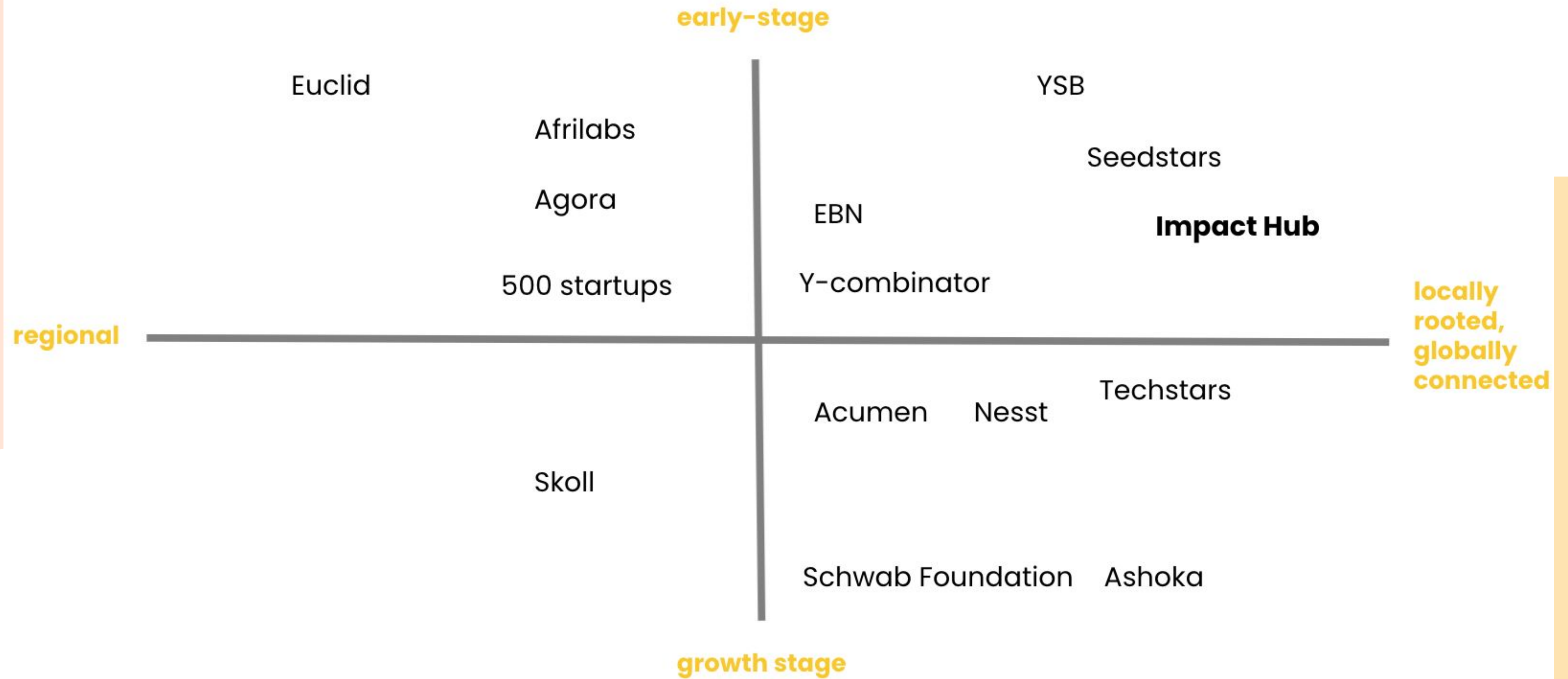
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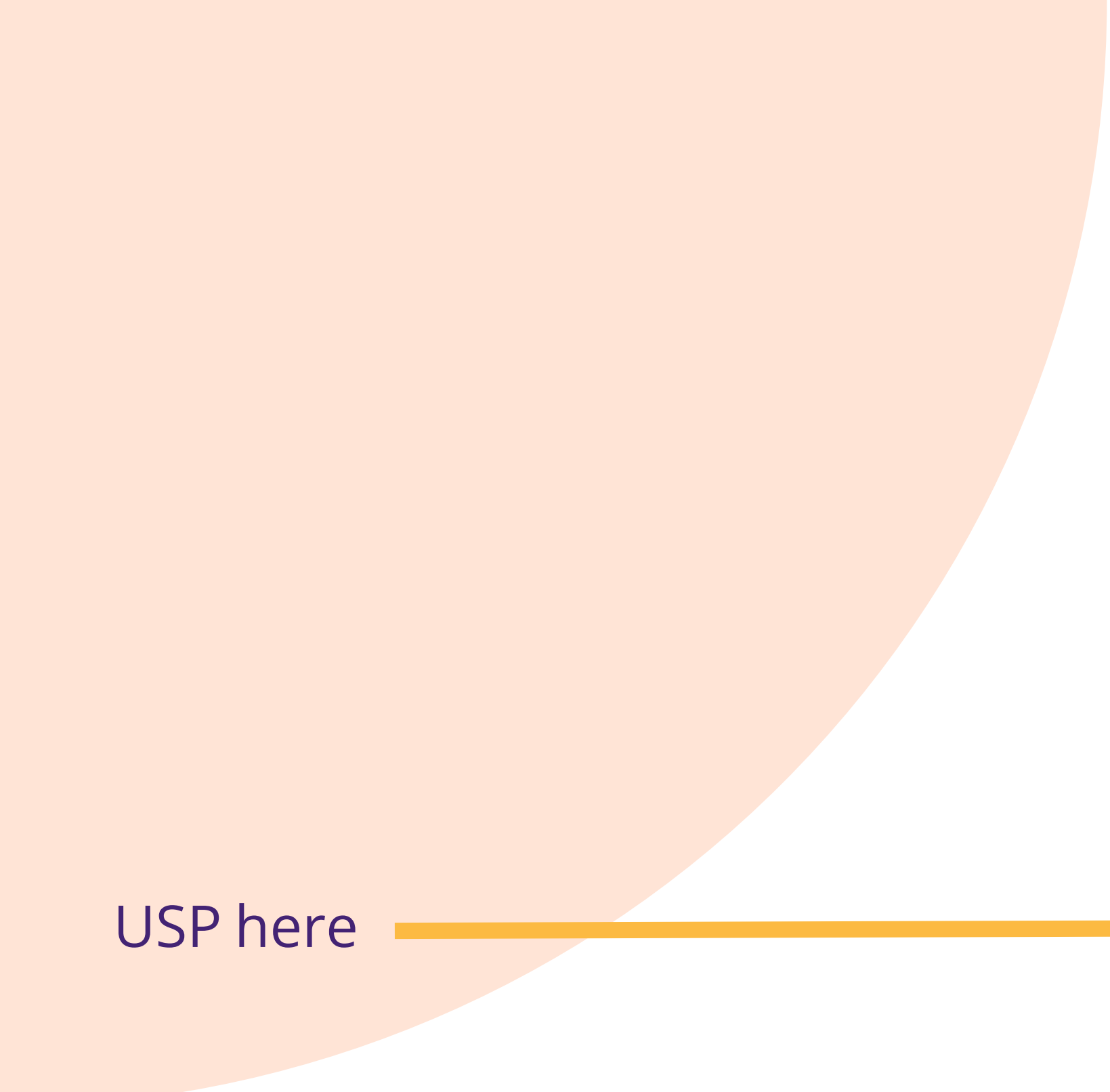
**EXERCISE: fill out the Golden Circle for your organization**

- Identify your direct competitors and understand how each competitor is positioning their brand.
- Compare your positioning to your competitors to identify your uniqueness, your USPs.

**EXERCISE: who are your competitors and how are you and the stories you tell different?**







USP here

Others

Your org

Others

Others

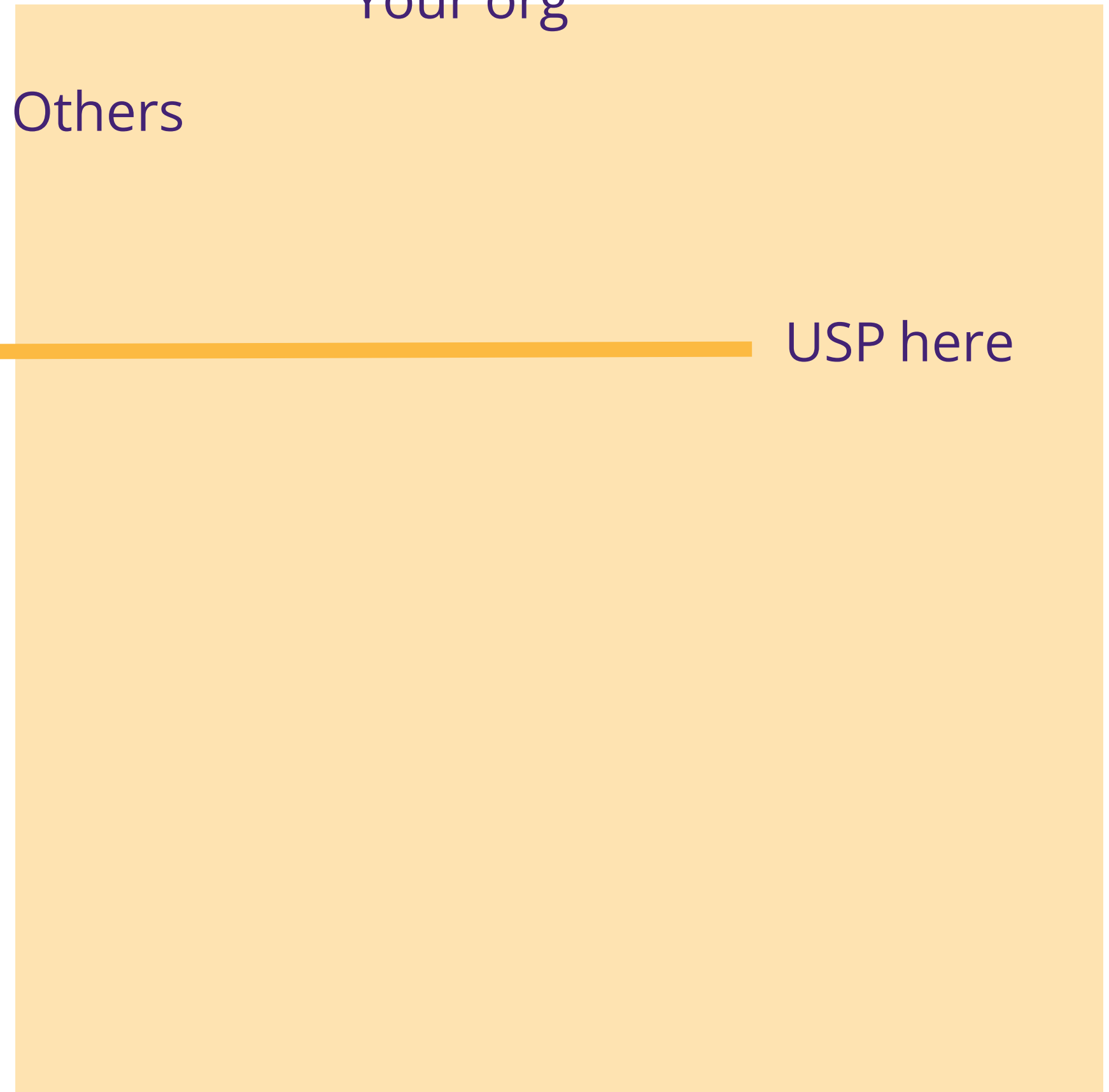
Others

Others

USP here

USP here

USP here





**10 mins**  
**draw your**  
**positioning grid**



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~~EXERCISE: who are your competitors and how are you and the stories you tell different?~~

- Identify your key audiences and understand how they relate to your brand.

EXERCISE: personas

# Who are you communicating to?

## Who is your primary audience?

what's their background?

demographics?

identifiers?

communications goals?

key messaging?

## And your secondary?

their background?

demographics

identifiers

communications goals?

key messaging?

**10 mins**  
**write up two**  
**personas**



# Persona template

Audience type:	
Name persona:	
<b>Background</b> Job? Career? Motivations?	write here
<b>Demographics</b> Gender? Age? Location? Income?	write here
<b>Identifiers</b> Characteristics? Challenges?	write here
<b>Communications goals</b> why are you communicating to this person?	write here
<b>Key messages/CTA</b> what do you want this person to do?	write here



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~~EXERCISE: personas~~

Breaktime!

**10 mins**





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## Let's do!

(30 mins)



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# How do you reach your audience(s)?

## website

Your website = one of the most important demand generation assets.

From the landing/home page to every single page; think about a way to optimize (SEO).

Study your visitors behavior on your site.

Tools.

**What can you improve on your website?**

## social media

### Why

Digital channels are a prime opportunity to directly get in touch with your audiences and gather insights + great for (paid) retargeting.

### What

Proactive community management / Hashtags / Tagging / Re-post/re-share / Timeliness / Being part of the conversation / Authenticity

**Which social channels work best for your audiences? Where are opportunities to do even better?**

## other channels + amplifiers

### email (newsletters)

### blog

### events

### media

when short on resources, think about **amplifiers**; piggyback on reach of existing partners, work with micro influencers, create a culture of referral / (re) sharing, map other channels for amplification (industry papers, medium, other sites)

**15 mins**

**analyse your channels  
+ review/set goals**





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## Get inspired (30 mins)



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# Communications Campaigns & Content

★ **Why run a campaign? What is your goal?**

(scouting/sourcing? storytelling? conversion of sign ups for events, driving thought leadership)

★ **Who is the audience?**

★ **What are your key messages/CTAs?**

★ **Which channels will you use?**

★ **Tactics/type of content? What stories are there to tell?**

★ **How will you measure success?**

★ **What's the timelines?**

★ **The budget?**

# Handy tools for campaigns

## For content

**For design + prototyping** → Canva and [Figma](#)

**For stock photography; try,** [Unsplash](#), [Pexels](#), [Rawpixel](#), [Stocksnap](#), [Skitterphoto](#), [Pixabay](#). To easily remove backgrounds, use [remove.bg](#)

To create **GIFs**, [here's a list](#) of tools.

## For measuring/tracking

**Real-time analytics!** In Chrome, if you don't use it already, get the [Page Analytics extension](#) to see analytics in real-time

**UTMs!** on ALL links in emails/newsletters, on social + in external newsletters (a must!) use UTMs (in simple terms; unique tracking links). You can build them using Google's [UTM builder](#). More info about them [here](#) (spend 10 mins reading this and you'll be an expert!).

**Heatmaps!** Learn about what people 'look' at on your site, set up [hotjar](#).





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# Examples of **Scouting Campaigns** (15 mins)



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# Innovators for Children acceleration program

**About.** Innovators for Children is a collaborative effort between Impact Hub Bucharest, Impact Hub Basel and Foundation Botnar supporting early-stage innovations focusing on improving the health and well-being of children and young people in Romania. By providing training, mentoring, funding and connections into local and international entrepreneurial communities, the program accelerates impactful and innovative solutions that help change the future for children.



**Objective.** Innovators for Children aims to validate and scale impactful solutions to provide children from Romania with better health and general wellbeing.



# Innovators for Children acceleration program

**Target group.** Innovators for Children seeks early-stage, Romanian startups with a working prototype or that have been commercially in the market for less than a year. Aiming to deliver impact at scale the program focuses in particular on technological innovations, high-leverage products or services, and systemic solutions.

**The Process.** The program consists of two incubation phases: the first is an early incubation and validation phase lasting 3 months, including training, mentoring, workshops, feedback sessions and connections into local and entrepreneurial communities. 10-12 teams take part in phase one, which culminates in an assessment day and public pitching event. A panel of judges then select 3-5 winning teams to proceed to the second phase – 6 months of in-depth incubation – and receive a share of EUR 100'000 in funding.

# Scouting for participants

**The Goal.** To attract at least 100 applications for program participants from all the country, from which 10-15 applications will go through the acceleration process of 3 months. We need to have a large pool of applicants as the selection criteria requires both quantitative & qualitative requirements.

**Audience.** Entrepreneurs working with solutions for education, health & wellbeing for children and youngsters in Romania. The tech component is also important, so we took into consideration tech interests, education & functions when we selected our targeting audience.

**Digital campaigns.** We ran a 6-week communication campaign with 2 main goals: promoting and validating the need for tech solutions with scaling impact and attracting form submission applications using a mix of channels and tactics.





# Scouting for participants. **Tactics.**

- A dedicated website for the program (about the program, the stages, FAQ, the partners, the application form, blog section, events info)
- Press release for announcing the launch of the program.
- Social media posts on our own channels (Facebook – 38K followers, LinkedIn – 1.7K followers, Instagram – 3K followers) and on relevant groups for entrepreneurs. This was the main communication channel where we announced updates about the program and also where we held the awareness webinars for promoting the needs and other former solutions from the previous edition.
- Paid media on Facebook and Google promoting the sign up for the program.
- Newsletter for Impact Hub Bucharest subscribers promoting the program, updates, awareness webinars etc. (3k subscribers)
- 2 video materials with highlights from the live webinars
- 2 blog posts with highlights from the live webinars



# Scouting for participants. Examples.

**Impact Hub Bucharest**  
Published by Andra Duta [?] · March 4 ·

👉👉👉 Ediția a doua a programului Innovators for Children a fost lansată!

Programul, susținut de Impact Hub Bucharest, Fondation Botnar și Impact Hub Basel, oferă o finanțare totală de 100.000 de euro startup-urilor tech care se preocupă de wellbeing-ul copiilor.

Înscrierile sunt deschise până pe 1 mai!

👉 Descoperă etapele programului și ce oferă participanților pe: <https://innovatorsforchildren.org/>



Schimbăm viitorul copiilor prin inovație

Get More Likes, Comments and Shares  
When you boost this post, you'll show it to more people.

1,103 People Reached    20 Engagements

Boost Post

Daniela Tatu-Chitoku, Dana Cristiana Groza and 9 others

**Impact Hub Bucharest**  
Published by Andra Duta [?] · March 30 ·

Realitatea socială în România, arată că încă există puternice inegalități între oportunitățile de dezvoltare ale copilului din mediul rural față de cel din urban. Tehnologia oferă șanse de acces la educație și schimbă viitorul copiilor din România.

Prin programul Innovators for Children susținut de Impact Hub Bucharest, Fondation Botnar și Impact Hub Basel, ne propunem să aducem împreună inovatorii de tehnologie care creează impact pozitiv pentru copii și adolescenți.

Suma totală finanțată este de 100.000 de euro, iar înscrierile sunt deschise până pe 1 mai.

👉 Completează formularul de pe site și povestește-ne mai multe despre soluția ta: <https://innovatorsforchildren.org/>

#ConnectOpportunities



Get More Likes, Comments and Shares  
When you boost this post, you'll show it to more people.

4,003 People Reached    16 Engagements

Like

**Impact Hub Bucharest** was live.  
Published by Andra Duta [?] · April 7 ·

Suntem live la primul webinar Innovators for Children și vom discuta cu invitații de azi despre problemele pe care le întâmpină copiii și tinerii din România.

Intră în conversație pe Zoom și adresează întrebările tale speakerilor: <https://bit.ly/2RbqMae>



Webinar Innovators for Children  
7 Aprilie 2020 | 10:30 AM

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4,003 People Reached    16 Engagements

Like

**Impact Hub Bucharest** Sponsored ·

Căutăm antreprenori sau startup-uri cu soluții tech inovatoare, dedicate educației copiilor.

👉 Înscrie-te în program și ajută-ne... See More



INNOVATORSFORCHILDREN.ORG  
Innovators for Children  
Finanțare de până la 100.000 €

APPLY NOW

Like    Comment    Share

**Impact Hub Bucharest**  
Published by Gabriela Anza [?] · April 10 ·

Ce putem face în momentul de față pentru a ajuta copiii, profesorii, părinții și alte organizații ce se ocupă de wellbeing-ul copiilor? Diana Certan, Director Executiv Organizația Umanitară CONCORDIA a fost invitată în primul webinar Innovators for Children și ne-a împărtășit din experiența organizației în momentul de față în care ne aflăm.

Peș urmăriți întreaga conversație aici: <https://www.youtube.com/watch?v=0X86U7Vt4&list=PL515>

Ne vedem la următorul webinar pe 14 aprilie... See More



Acum nu putem să fim decât împreună. Să fim cât mai aproape de nevoie, să ajutăm acolo unde putem.

Diana Certan - ORGANIZAȚIA UMANITARĂ CONCORDIA

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1,742 People Reached    36 Engagements

Boost Post

**Impact Hub Bucharest**  
Published by Andra Duta [?] · April 24 ·

👉👉👉 Înscrierile în programul de accelerare Innovators for Children se apropie de final.

👉 Mai ai la dispoziție 1 săptămână să aplici cu ideea ta care poate rezolva problemele copiilor cu ajutorul tehnologiei.

Am stat de vorba cu câștigătorii primei ediții care ne-au împărtășit din experiența lor în acest program și cum i-a ajutat pe fiecare să-și dezvolte sau să-și transforme soluțiile.

See More



Discuții cu reprezentanții startup-urilor câștigătoare în prima ediție a Innovators for Children

Experiența acceleratorului Innovators for Children

15,091 People Reached    513 Engagements

Boost Post

Cluc Vasile, Alexandru Petrica and 50 others

9 Shares

Like    Comment    Share

**Impact Hub Bucharest** was live.  
Published by Andra Duta [?] · April 14 ·

Suntem live la al doilea webinar Innovators for Children și îi avem alături pe Evelina Necula- Cofondator și CMO Kinderpedia, Lucian Stuparu-Cofondator Citizen Next, Raluca Chișu- Fondator Asociația Kinetobebes și Diana Onu, Cofondator Arttachment.

Intră în conversație pe Zoom aici: <https://bit.ly/WebinarInnovators14Apr>



Get More Likes, Comments and Shares  
When you boost this post, you'll show it to more people.

3,913 People Reached    249 Engagements

Boost Post

1 Comment    2 Shares

**Noutăți de la Impact Hub Bucharest**

Bine te-am răgit!

Ustoaie zile vine de la Innovators for Children, programul de accelerare cu premii de 100.000 de euro pentru startup-urile care inovează cu ajutorul tehnologiei viața copiilor din România!

În plus, avem o mulțime de alte oportunități pentru antreprenori interesați de ocazii de conexiune la realitatea din jur.

Să fie cu o mare doză de inspirație!

Nu uita să accedezi la o sugerește sau o idee pe care am putea să o punem în aplicare împreună, ne poți scrie la [contact@impacthub.ro](mailto:contact@impacthub.ro) sau chiar să treci pe la noi la o cafea!

Finanțare de 100.000 de euro pentru startup-uri tech care inovează wellbeing-ul copiilor



Schimbăm viitorul copiilor prin inovație

Impact Hub Bucharest, împreună cu Impact Hub Basel și Fondation Botnar (Elveția), decide înscriserile pentru cea de-a doua ediție a acceleratorului Innovators for Children, dedicat startup-urilor sau inovațiilor care contribuie la îmbunătățirea welli copiilor. În special prin soluții tech.

Înscrierile sunt deschise până pe 1 mai, iar câștigătorii vor fi susținuți cu 100.000 de euro.

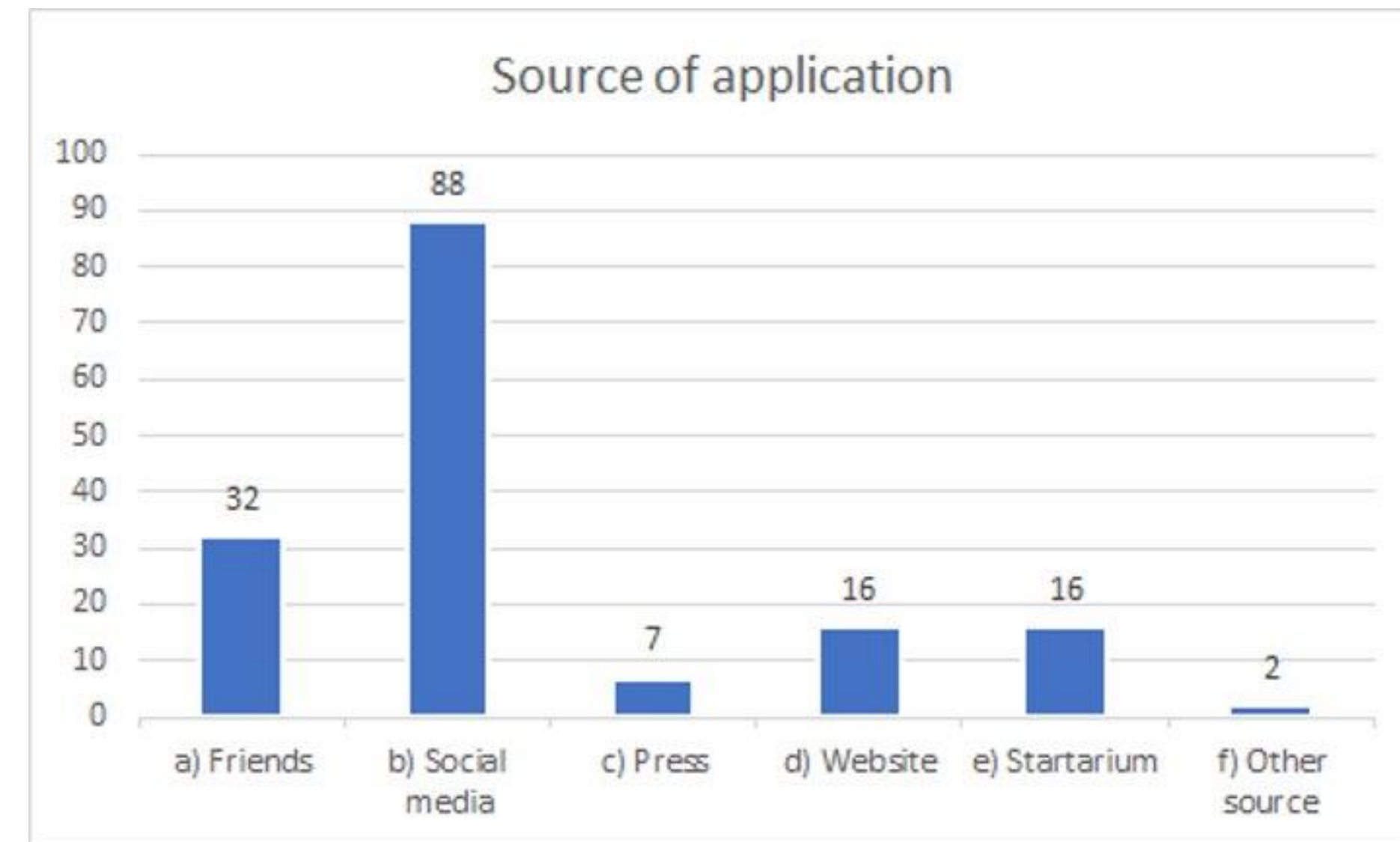
Cine poți aplica în program?

- Startup-urile din toate țările care au o idee de business, sunt în stadiul de prototip sau sunt de maximum 1 an de la soluție disponibilă comercial pe piață la data finalizării perioadei de înscriere.



# Scouting for participants. Results.

- **21 press release takeover on relevant online media nationwide**
- **351 total registrations on the website at both webinars** (274 registrations from online promo, with a 67968 reach and a conversion rate of 78%)
- **10 participants who attended the live webinars have also applied to the program** (4 out of the 5 winning teams were among them)
- **130 applications to the program**, 11 selected teams, 10 pitched to receive a share of EUR 100'000 in funding, **5 winning teams**
- Good reach and website traffic: **14.5K users** visited the programs website, we reached over **180K** in Facebook ads.
- The video materials reached **20K** in Facebook.





# IKEA Food Innovation Program

Scouting Campaign + **Results**





# Why we ran a campaign?

- To increase the number of applications > attract 4-5 'surprise' ventures
- To communicate and position the IKEA brand in relation to innovation efforts
- To position Impact Hub as innovation partner





# Campaign goal, audiences, strategy

**Goal of the campaign.** To attract 30–40 innovative food enterprises from across the globe to apply for the program (in addition to the direct scouting that will continue to happen) of which 4–5 will be selected for scouting Round 2

**Target audience.** Food entrepreneurs (specific profile based on Scouting round 2 brief) innovating in one of the 3 challenge areas; Plant-based meat alternatives & Alternative protein components; By-products / food waste > circularity; Ingredients or technology innovation for health & sustainability.

**Type of campaign.** 3 weeks of cross-channel storytelling to attract food ventures to apply to the program.

Timeline: May 3–19/20, 2021

Channels: social media + blog + newsletter (and if desired, landing page)



# Campaign tactics

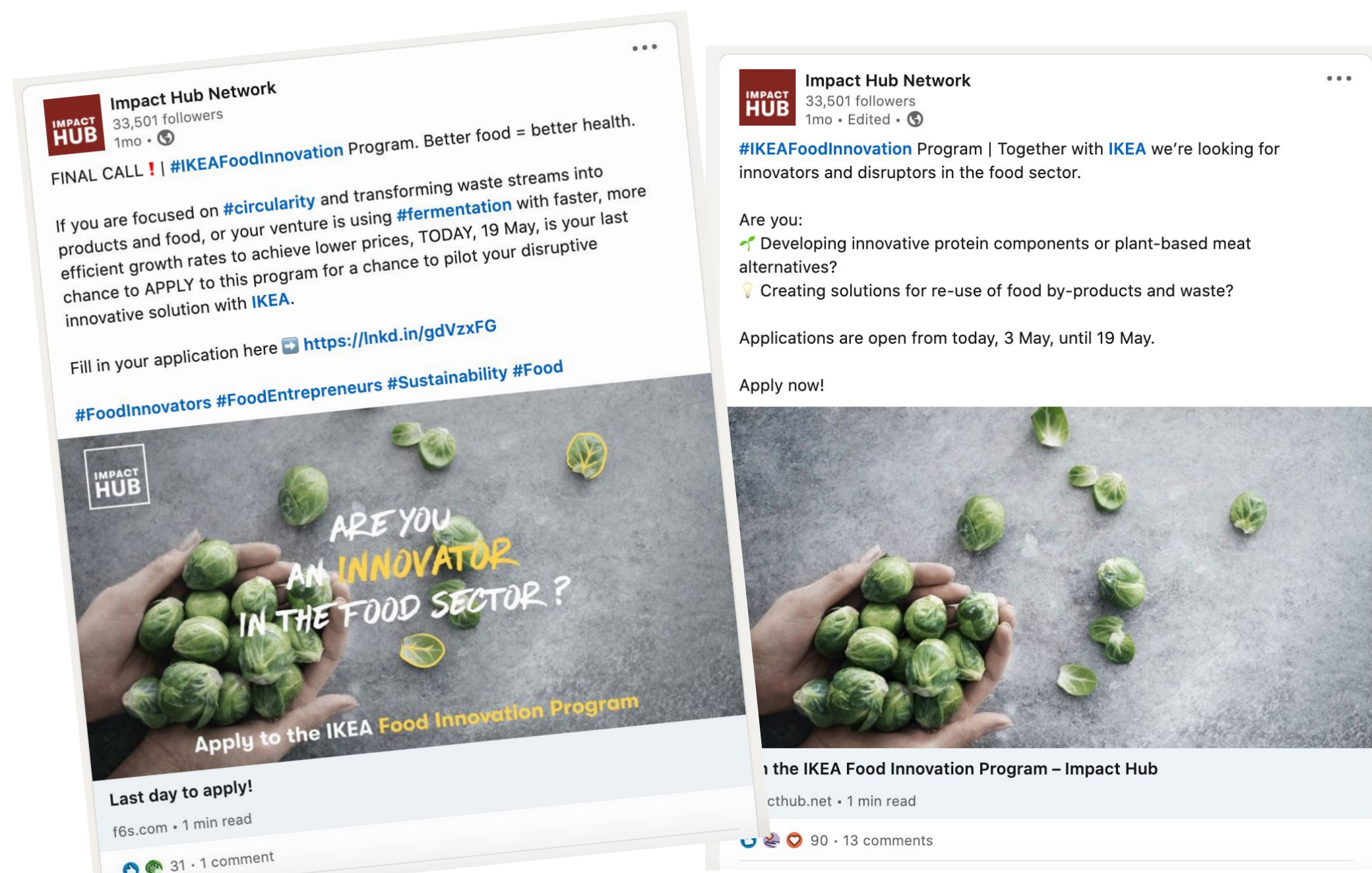
- **Global blog (serving as landing page)**. An article highlighting what the program is about, the challenges, type of innovations we're looking for + criteria for enterprises - and a direct link to the application form.
- **Global social media channels** (with a key focus on LinkedIn + Facebook - Instagram + Twitter supporting). Between May 3-19, 3 posts per week. Linking to the blog/directly to the form.
- **Global newsletter**. Inclusion of the call for applications in our global newsletter during May.





# Campaign results

- 165 applications started. **91 submitted**. 59 shortlisted.
- **15 posts** across LinkedIn, Facebook, Twitter, Instagram
- Good reach. 25k in 3 weeks, of which 12k on LinkedIn
- Good engagement on LinkedIn and Instagram
- **14 finalists** (**4** from comms, **6** Roadshow, **4** scouting)
- **5 winning companies** (**1** online comms campaign and **4** direct scouting)







# Better Incubation

Innovation Ecosystems for Social Change

## Examples of campaigns that **inspire action** (10 mins)



**Better Incubation is powered by LIAISE - Linking Incubation Actors for Inclusive and Social Entrepreneurship project.**  
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**We're all screwed  
So don't tell us that**

**We can imagine a healthy planet  
Because at the end of the day  
It's too late to fix the climate crisis  
And we refuse to believe  
We need to demand a liveable future  
Because we don't have a choice**

Now read this bottom up

**patagonia**

## a call to action by Patagonia



# We're all screwed?

patagonia





Thank you

