



# LEAP-SE

Long-Term Joint EU-AU Research and  
Innovation Partnership on Sustainable Energy

## **D2.2 Toolkit for call promotion - first call**

Version N°1.1

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The LEAP-SE project has received funding from the European Union's Horizon Europe Program Cofund Action under Grant Agreement 101172838. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

## Disclaimer

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## Summary

This deliverable “LEAP-SE Toolkit for Call Promotion” describes the communication materials that were designed and used to promote the first call for projects by LEAP-SE. The call promotion was disseminated in English, Portuguese and in French, across the LEAP-RE online channels, which included the project website, its social media accounts (X, and LinkedIn) and via three webinars.

## Keywords

LEAP-SE, COFUND, Funding, Toolkit, Promotion Toolkit, AU-EU collaboration, Sustainable Energy.

## Abbreviations and acronyms

Acronym	Description
WP	Work Package
C&D	Communication and Dissemination



# 1. Introduction

## Purpose and scope

The LEAP-SE project builds on the LEAP-RE programme, implemented between 2020 and 2025, and is about the strengthening of Africa-Europe cooperation in the area of sustainable energy. Throughout the project, the LEAP-SE will organise two co-funded calls, driven by European and African funding agencies, via a dedicated Calls Steering Committee (CSC).

Drawing on the partnerships and experiences from LEAP-RE, LEAP-SE ensures a broad, cross-continental approach in addressing Europe's twin transition needs, fostering knowledge exchange, and aligning research priorities..

The purpose of this deliverable is to describe the materials used to promote the first LEAP-SE call across the pre-existing LEAP-RE channels including the website.

Additionally, this document describes the visuals, texts and overall content created for the call, including for the LEAP-RE website, social media posts and newsletter. In the interest of sharing the right information across all channels and affiliated stakeholder networks, this document also includes a small section with texts for LEAP-SE partners and stakeholders to use in their own communication activities

## Objectives

The key objective of this deliverable is to increase the visibility of the LEAP-SE call for projects, and thus encourage the participation of eligible stakeholders and initiatives from a wide range of backgrounds in the sustainable energy field.

By capitalising on LEAP-RE's already built-upon communication channels and audiences, LEAP-SE makes sure to increase the call's reach.

Finally, by sharing a small communication toolkit with partners and stakeholders, LEAP-SE ensures consistent messaging across various channels and networks.



## 2. Target audiences

LEAP-SE project aims to reach key target groups through its communication and dissemination strategy. Each communication action will be targeted at different levels: local, nationwide, European and global. In the LEAP-SE communication & dissemination plan, these groups will be further refined into a more specific set of audiences. To effectively disseminate and promote the main objectives of LEAP-SE, the open calls and the selected projects, LEAP-SE will engage with the following target groups.

**Table 1: target audience**

Target audience	Relevance
<b>Potential applicants</b>	Potential applicants are an essential part of the LEAP-SE call audience as they represent the research institutions, companies, and organisations that can respond to the call and offer sustainable energy solutions and projects. Engaging them is vital to ensure a wide range of high-quality project proposals and to foster meaningful collaboration across Africa and Europe.
<b>Policymakers, NGOs, relevant associations</b>	They directly influence the AU-EU policy framework and public discourse on sustainable energy. By engaging them, LEAP-SE engages a wider audience while increasing awareness of the call and encouraging the uptake of project outcomes, ultimately creating a more conducive environment for innovation.
<b>The general public interested in sustainable energy research</b>	The general public will be targeted to raise awareness about climate and energy issues in Europe and Africa, to inform about the outcomes of EU-funded projects that address climate and energy access challenges, and to demonstrate the benefits of EU-funded and publicly-funded research towards citizens.

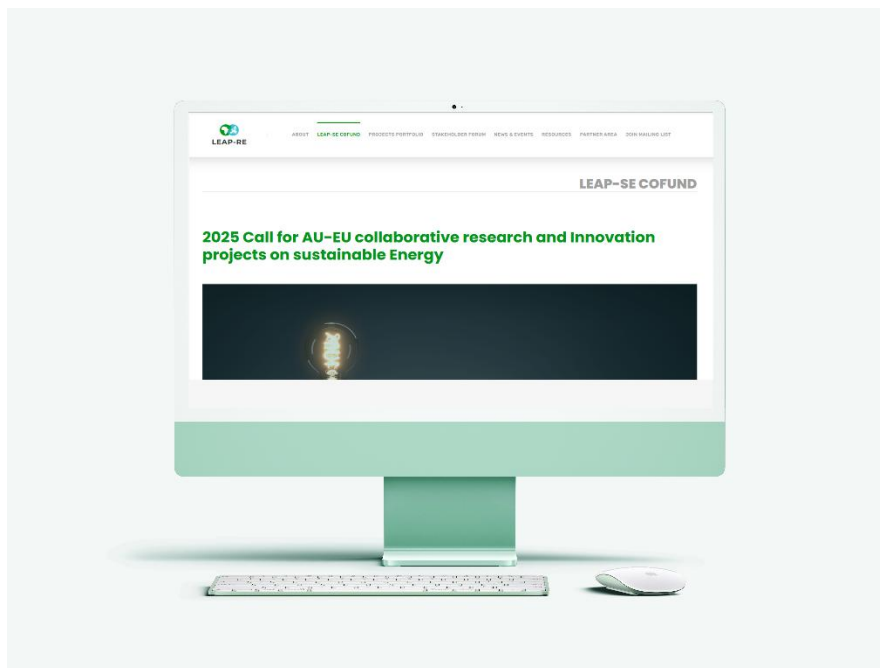


### 3. Channels and tools used to promote the call.

This section will detail which channels have been used to promote LEAP-SE call for applications.

#### Website: LEAP-RE Website Reuse

A LEAP-SE COFUND call webpage was created in December 2024 at: <https://www.leap-re.eu/leap-se-cofund/>. This webpage, titled LEAP-SE COFUND, “2025 Call for AU-EU collaborative research and Innovation projects on sustainable Energy”, was added to the LEAP-RE website ([www.leap-re.eu](http://www.leap-re.eu)) and currently appears at the top of the LEAP-RE menu.



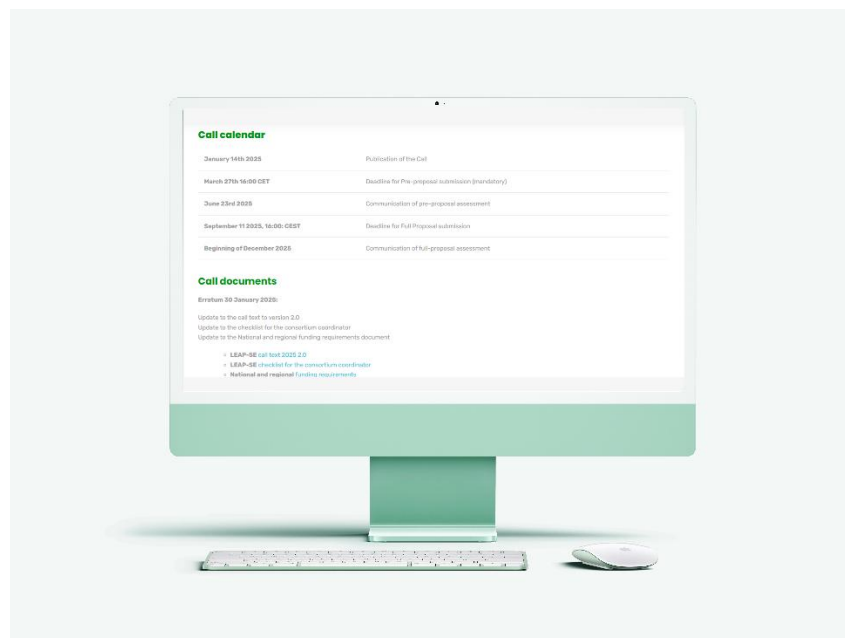
**Figure 1: LEAP-SE Call Page**

The following information can be found about the call on the LEAP-SE COFUND page:

- **General Information on the call**
  - o All relevant information on the call can be found in this section. This includes the project objectives, scope, funding authority, partners involved as well as the range of activity covered by LEAP-SE. This section highlights the inheritance of LEAP-SE from LEAP-RE.
- **Call calendar**
  - o Provides a detailed calendar of the upcoming dates for the call (publication of the call, proposal deadlines etc.)
- **Call documents and their erratum.**
  - o This section provides all downloadable documents and their erratum necessary to apply to the 2025 call for projects.



- **An inquiries section**
  - o To help any stakeholders who may have questions about the call.
- **Project call webinars**
  - o A series of webinars in French, English and Portuguese has been created to present the call. These webinars were held on the LEAP-RE online platform and were promoted via different channels, including the LEAP-SE webpage. Registration was accessible via the page as well as access to the platform. The section has since been updated to give access to visitors to the event page and its presentations.
- **LEAP-SE's Funding Organisations**
  - o This section showcases a list of funding organisations participating to the 2025 Call.



**Figure 2: Call calendar and call document page example**

A dedicated LEAP-SE webpage will be created to provide an overview of the project, including information about its objectives, partners, and progress. This page will be continuously updated as the project advances, featuring key updates and final outcomes. In parallel, a separate page will be established specifically to promote the LEAP-SE call. Additionally, individual pages will be maintained on the LEAP-RE website for each funding call—such as the LEAP-RE 2021 and 2022 calls, and the upcoming LEAP-SE 2025 call—to ensure clear communication about new opportunities. Funded projects from LEAP-SE will also be showcased in the LEAP-RE Portfolio. Finally, a filtering system will be implemented to facilitate easy access to LEAP-SE funded projects.

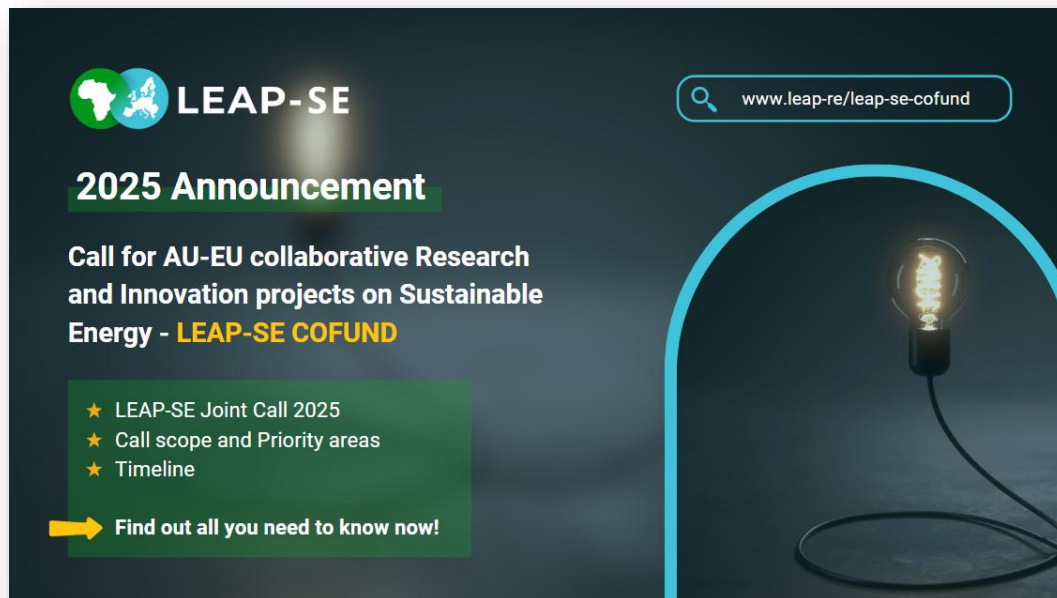
### Newsletter

The result of the LEAP-SE call will be mentioned in the first 2025 LEAP-RE Newsletter. The project launch was promoted in the LEAP-RE December 2024 newsletter.



## Social media

A general visual was created for the LEAP-SE call. This visual was created respecting the LEAP-SE visual identity. However, in an effort to differentiate this call from LEAP-RE's past ones, a new type of visual was created to highlight the concept of innovation. The colour yellow was also added to create a sense of urgency and attract the viewer's eye.



**Figure 3: LEAP-SE Call announcement visual**

A second set of visuals was created to promote the calls' presentation webinars as well as their respective replays. These visuals were also posted on the LEAP-RE social media platforms. Regular updates about the call will be posted on social media as "call reminders" to keep audiences engaged and updated on the developments of the call.

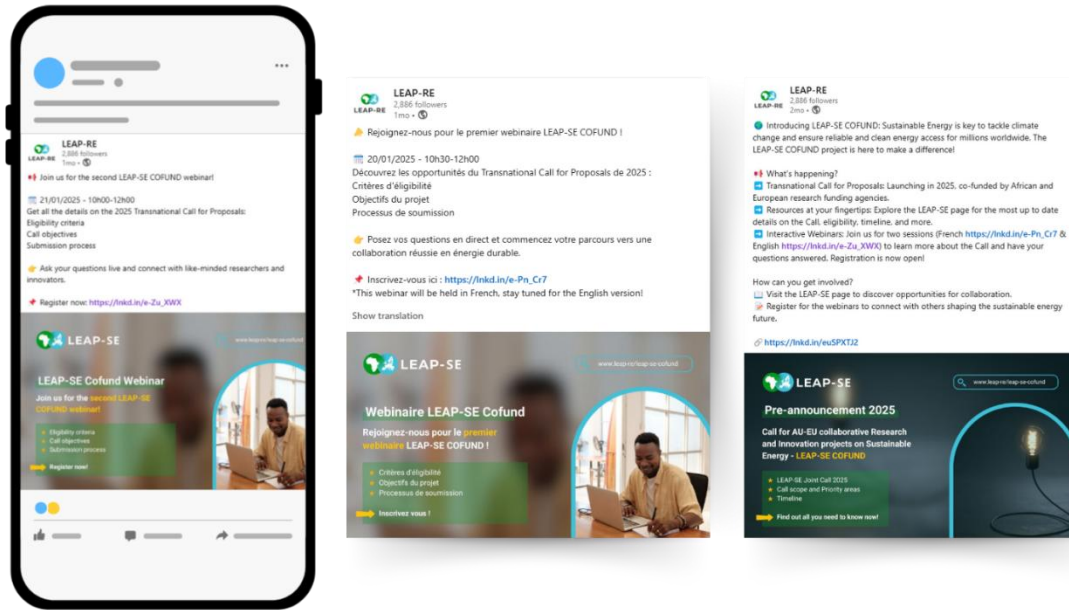


Figure 4: Published social media posts



## 4. Toolkit Components

This section is created to help partners and all stakeholders interested in sharing information about the LEAP-SE call for applications.

### Text for the website and newsletters

The following text can be used by partners and stakeholders to describe the project and objectives of the call, as well as a useful calendar. This text can be used on website pages, blog posts and in newsletter blasts.

### **“LEAP-SE COFUND Call: Powering Sustainable Energy through AU-EU Collaboration.**

Climate change is one of the most urgent challenges of our time, demanding transformative solutions that can only emerge from strong international partnerships. LEAP-SE Call, co-funded by the European Commission (EC) under Horizon Europe, illustrates this commitment by uniting Africa and Europe in a shared mission to drive sustainable energy research and innovation forward. Through its call for projects and opportunity for funding, the LEAP-SE aims to help ensure reliable, clean energy access, while fostering economic growth and environmental safekeeping.

### **Why It Matters.**

By aligning African and European expertise, LEAP-SE leverages diverse perspectives and resources to accelerate progress on the Climate Change and Sustainable Energy (CCSE) agenda. This synergy creates a powerful engine for pioneering solutions that will benefit communities on both continents.

### **Key Dates**


- **January 14, 2025:** Call publication
- **March 27, 2025 (16:00 CET):** Pre-proposal deadline (mandatory)
- **June 23, 2025:** Communication of pre-proposal assessment
- **September 11, 2025 (16:00 CEST):** Full proposal deadline
- **Early December 2025:** Communication of full-proposal assessment

To learn more about LEAP-SE COFUND, visit <https://www.leap-re.eu/leap-se-cofund/>. ”

### **Text for social media**

Similarly, the following texts can be used by partners and stakeholders to describe and promote the project and the call itself on social media. LEAP-SE is present on LinkedIn and X (ex-Twitter).

#### **LinkedIn:**

 Introducing LEAP-SE COFUND: Sustainable Energy is key to tackle climate change and ensure reliable and clean energy access for millions worldwide. The LEAP-SE COFUND project is here to make a difference!



### 📌 What's happening?

📄 Transnational Call for Proposals: Launching in 2025, co-funded by African and European research funding agencies.

📄 Resources at your fingertips: Explore the LEAP-SE COFUND page for the most up to date details on the Call, eligibility, timeline, and more.

How can you get involved?

📄 Visit the LEAP-SE COFUND page to discover opportunities for collaboration: <https://www.leap-re.eu/leap-se-cofund/>

#LEAPSE #Funding #Sustainability #Innovation #SustainableEnergy @LEAP-RE

### X/Twitter:

🌐 Introducing LEAP-SE COFUND: #SustainableEnergy is key to tackle #climatechange and ensure reliable and clean energy access for millions worldwide. How can you get involved?

📄 Visit the LEAP-SE COFUND page to discover opportunities for collaboration: <https://www.leap-re.eu/leap-se-cofund/>

### LinkedIn:

🚀 Discover the LEAP-SE COFUND Joint Call 2025. Find out more about funding opportunities for projects in Africa and Europe. LEAP-SE COFUND covers basic research, industrial research, applied research, and experimental development ✨ Join the mission to tackle climate change by uniting African & European expertise.

For more information about the project and call, visit: <https://www.leap-re.eu/leap-se-cofund/>

#LEAPSE #Funding #Sustainability #Innovation #SustainableEnergy @LEAP-RE

### X/Twitter:

🚀 Discover the LEAP-SE COFUND Joint Call 2025. Find out more about funding opportunities for projects in Africa and Europe. ✨ Join the mission to tackle climate change by bringing together African & European expertise.

For more information about the project and call, visit: <https://www.leap-re.eu/leap-se-cofund/>

### LinkedIn and X/Twitter: :

Take part in the LEAP-SE COFUND call and leverage AU-EU's diverse perspectives and resources to accelerate progress on the Climate Change and Sustainable Energy (CCSE) agenda.

Discover the initiative's key dates and all the call documents to apply! <https://www.leap-re.eu/leap-se-cofund/>

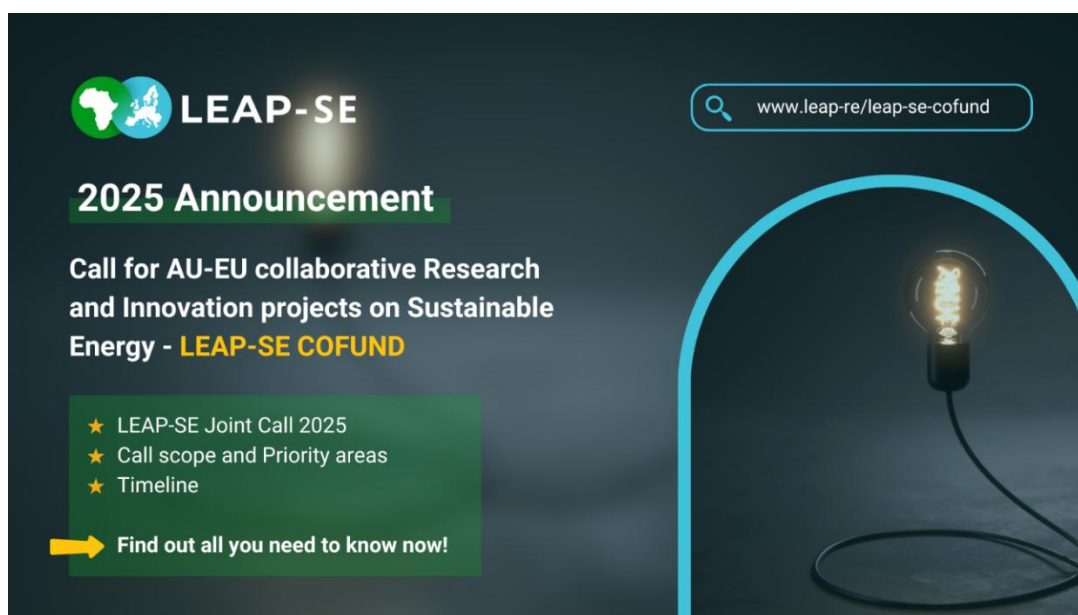


#LEAPSE #Funding #Sustainability #Innovation #SustainableEnergy @LEAP-RE

## Visual templates

To make the LEAP-SE visual accessible to all partners and stakeholders, a template was created on Canva. To ensure the LEAP-SE promotional visual is accessible to all LEAP-SE partners a high-quality base visual has been created. Consortium members can access the visual via the toolkit available on the ANR platform on the LEAP-SE groupe: <https://share.anr.fr/>. For others wishing to access the toolkit, access will be granted upon formal request. The LEAP-SE team will regularly update this toolkit with new, call-specific visuals so that partners have easy, ready-to-use assets for social media dissemination and event promotion. Below are:

- The main visual for LEAP-SE Promotion
- An example of a Webinar promotion (in English)
- An example of a Webinar replay promotion (in English)



**Figure 5: main visual for LEAP-SE Promotion**





Figure 6: LEAP-SE Webinar promotion EN

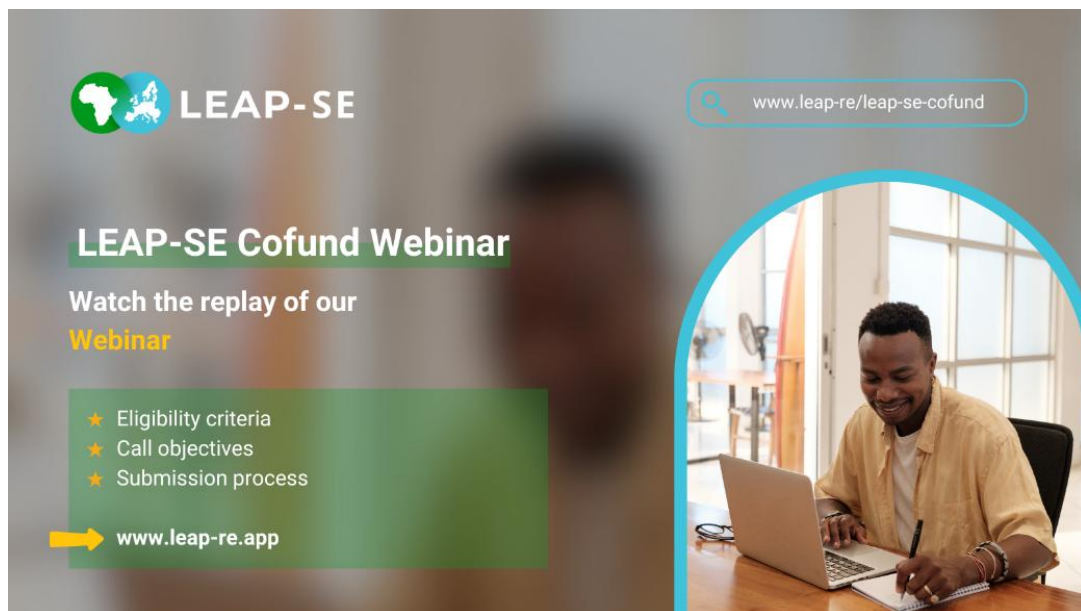


Figure 7: LEAP-SE Webinar Replay promotion EN



## 5. Conclusion

In conclusion, Deliverable 2.2, “Toolkit for call promotion - first call,” summarises the strategy implemented to promote the LEAP-SE Call launched in January 2025. This document not only identifies the key target audiences and emphasises the use of the established LEAP-RE platforms, but also details the variety of digital channels used to do so, such as the dedicated website page, posts shared on the LEAP-RE social media platforms and newsletter. It provides an in-depth look at the creative components developed for this campaign, including pre-written texts, tailored messaging for different communication channels, and visually engaging templates that ensure a cohesive brand presentation.

Moreover, the toolkit serves as both a record of the successful promotional activities executed and a practical guide for future outreach efforts. This document can also empower stakeholders to maintain a consistent and effective narrative that aligns with the mission of LEAP-SE to drive sustainable energy research and innovation through international collaboration.

Finally, this document and the methodology can be used again for the next call for projects.

