



# LEAP-SE

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

March 2026

## **D2.4 Toolkit for call promotion – Second Call**

Version N°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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## Document information

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## Summary

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

## Keywords

LEAP-SE, 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 focuses on strengthening Africa-Europe cooperation in sustainable energy. Since its beginning, LEAP-SE has launched two co-funded calls, one in 2025 and one in 2026. These calls are 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 second 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

This deliverable aims to increase visibility of the LEAP-SE call for projects and encourage participation from diverse stakeholders and initiatives across the sustainable energy field. By leveraging LEAP-RE's established communication channels and audiences, LEAP-SE expands the call's reach. Additionally, a communication toolkit shared with partners and stakeholders ensures consistent messaging across all channels and networks.



## 2. Target audiences

The 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. 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.

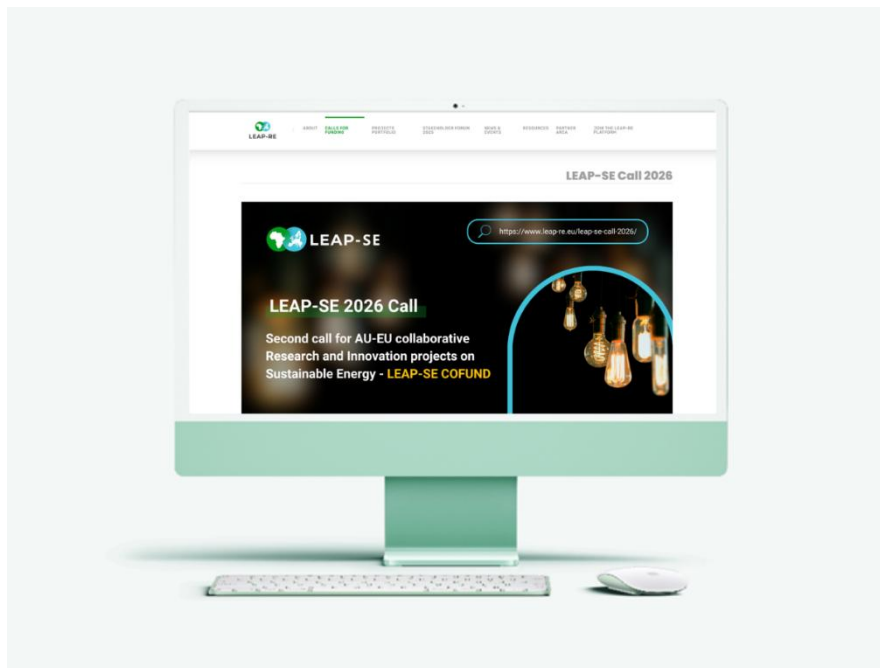


### 3. Channels and tools used to promote the call.

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

#### Website: LEAP-RE Website Reuse

A “LEAP-SE Call 2026” webpage was created in September 2025 at: <https://www.leap-re.eu/leap-se-call-2026/>. This webpage 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.



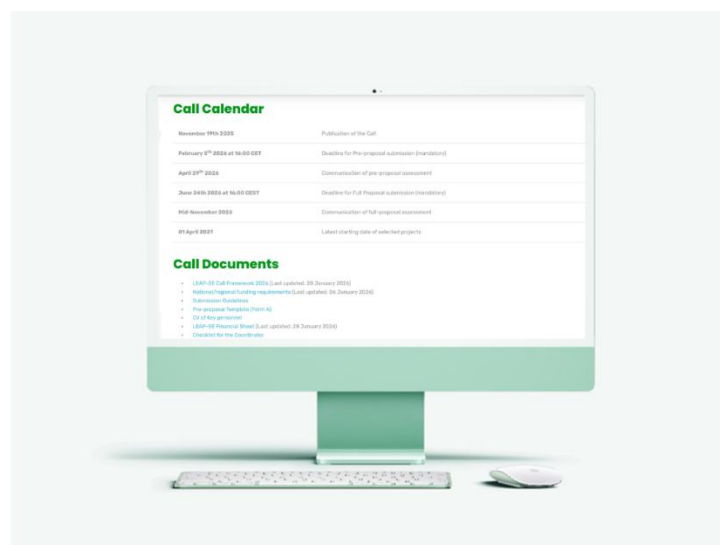
**Figure 1: LEAP-SE 2026 Call Page**

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 latest updates.**
  - o This section provides all downloadable documents (and their latest updates) necessary to apply to the 2026 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 and English has been created to present the call. These webinars were promoted via different channels, including the LEAP-SE webpage. Registration was accessible via the page as well as social media. The section has since been updated to give access to visitors to the event's replays, available on [YouTube](#).
- **LEAP-SE's Funding Organisations**
  - o This section showcases a list of funding organisations participating to the 2026 Call.



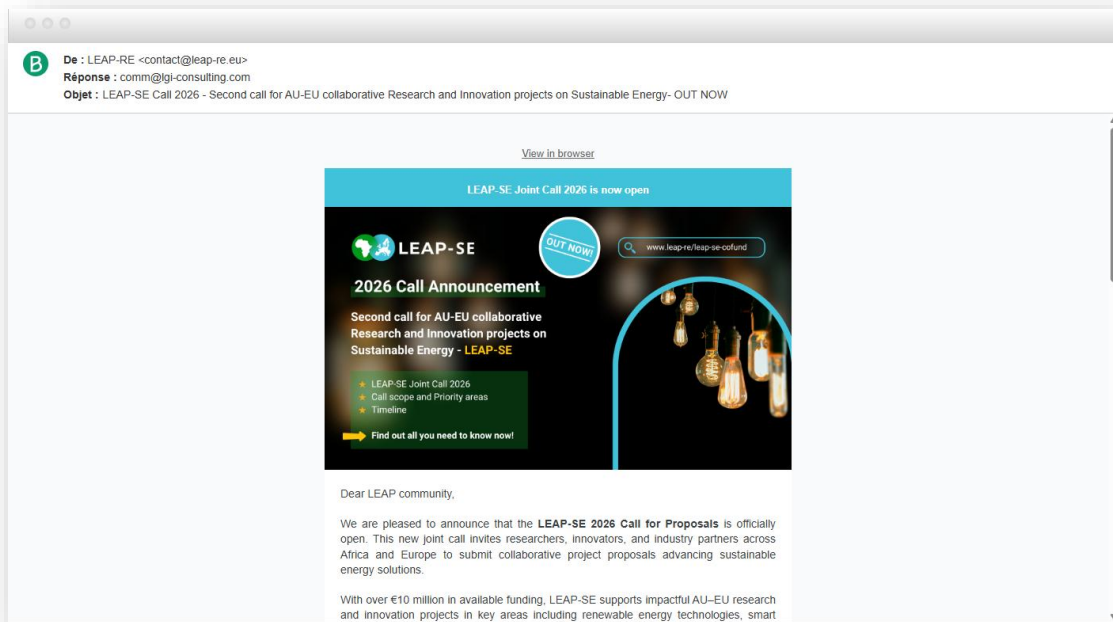
**Figure 2: Call calendar and call document page example**

Both the LEAP-SE COFUND and the new LEAP-SE Call 2026 pages will be regularly updated to feature any news regarding the project (new documents, etc.).

### Newsletter

Results from the LEAP-SE call will be featured in the next LEAP-RE newsletter (mid-2026). The call announcement was promoted through a dedicated newsflash, which also highlighted the upcoming webinars in French and English. The newsflash achieved a strong 59.85% open rate with 399 clicks, demonstrating significant stakeholder interest in the call.

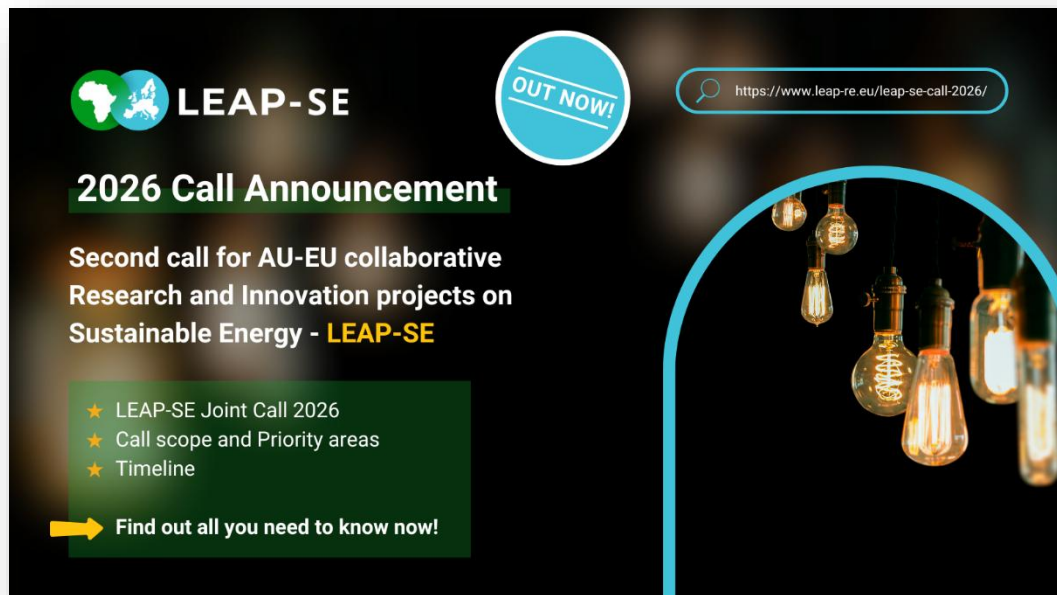




**Figure 3: 2026 Call Announcement Newsflash**

**Social media**

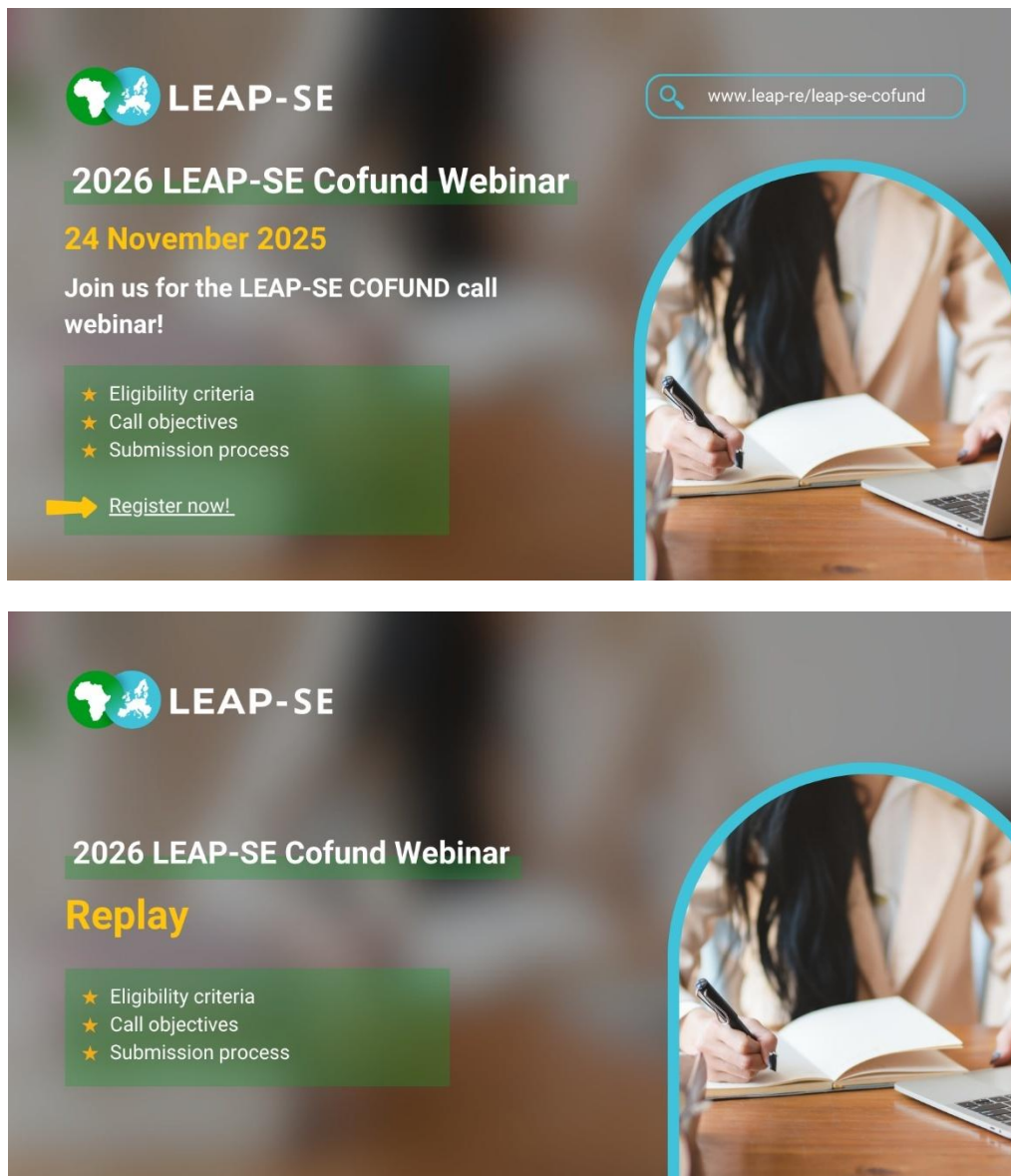
A general visual was created for the LEAP-SE call. This visual was created respecting the LEAP-SE visual identity. However, in an effort to differentiate this call from LEAP-RE’s past ones, a new type of visual was created to highlight the concept of innovation. The colour yellow was also added to create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



**Figure 4: LEAP-SE 2026 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 5: Social media visuals for the webinars and their replays**

## 4. Toolkit Components

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

### 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 2026 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. The 2026 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 calls for projects and opportunities for funding, LEAP-SE aims to help ensure reliable, clean energy access while fostering economic growth and environmental safety.

#### 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

- **November 19th 2025:** Publication of the Call
- **February 5th 2026 at 16:00 CET:** Deadline for Pre-proposal submission (mandatory)
- **April 29th 2026:** Communication of pre-proposal assessment
- **June 24th 2026 at 16:00 CEST:** Deadline for Full Proposal submission (mandatory)
- **Mid-November 2026:** Communication of full-proposal assessment
- **01 April 2027:** Latest starting date of selected projects

To learn more about LEAP-SE’s latest call, visit <https://www.leap-re.eu/leap-se-call-2026/>.”

#### 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:



Sustainable energy is key to tackling climate change and ensuring reliable, clean energy access for millions worldwide. The LEAP-SE project is here to make a difference!

📣 What's happening?

📅 Transnational Call for Proposals launching in 2026, co-funded by African and European research funding agencies

📅 Everything you need: Visit the LEAP-SE Call page for up-to-date details on eligibility, timeline, application process, and more

Ready to collaborate? Explore opportunities now! <https://www.leap-re.eu/leap-se-call-2026/>.

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

X/Twitter:

🌐 Join LEAP-SE in tackling #climatechange and ensure reliable and clean energy access for millions worldwide: 📅 Visit the new LEAP-SE page to discover opportunities for collaboration: <https://www.leap-re.eu/leap-se-call-2026/>.

LinkedIn:

🚀 Discover the latest LEAP-SE Joint Call 2026. Find out more about funding opportunities for projects in Africa and Europe. LEAP-SE 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-call-2026/>.

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

X/Twitter:

🚀 Discover the latest LEAP-SE Joint Call 2026. 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-call-2026/>.

LinkedIn and X/Twitter :

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

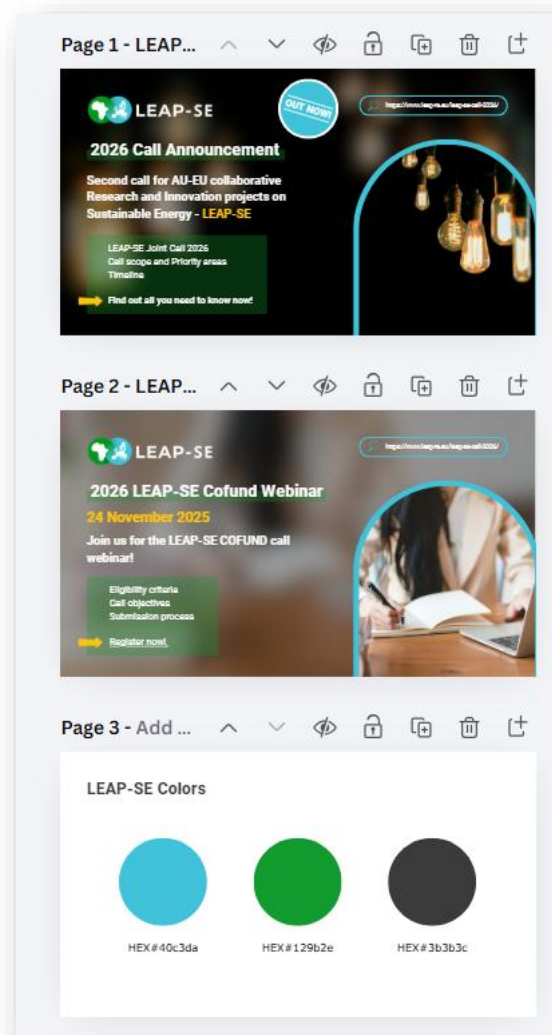
Discover the initiative's key dates and all the call documents to apply! <https://www.leap-re.eu/leap-se-call-2026/>.

#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. This template is free to use by those who are interested in promoting the call. The visual template can be used for social media dissemination and event promotion about the LEAP-SE call. It is possible to adapt and customise the visuals with new texts and colours. Consortium members can access the visual via the toolkit available on the ANR platform on the LEAP-SE group: <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.



**Figure 6: Canva template LEAP-SE Call 2026**



## 5. Conclusion

In conclusion, Deliverable 2.4, “Toolkit for call promotion – Second call,” summarises the strategy implemented to promote the LEAP-SE Call launched in November 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.

