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# THE STEP INITIATIVE: THE ITALIAN COMMUNICATION CAMPAIGN

COESIONE  
ITALIA 21-27

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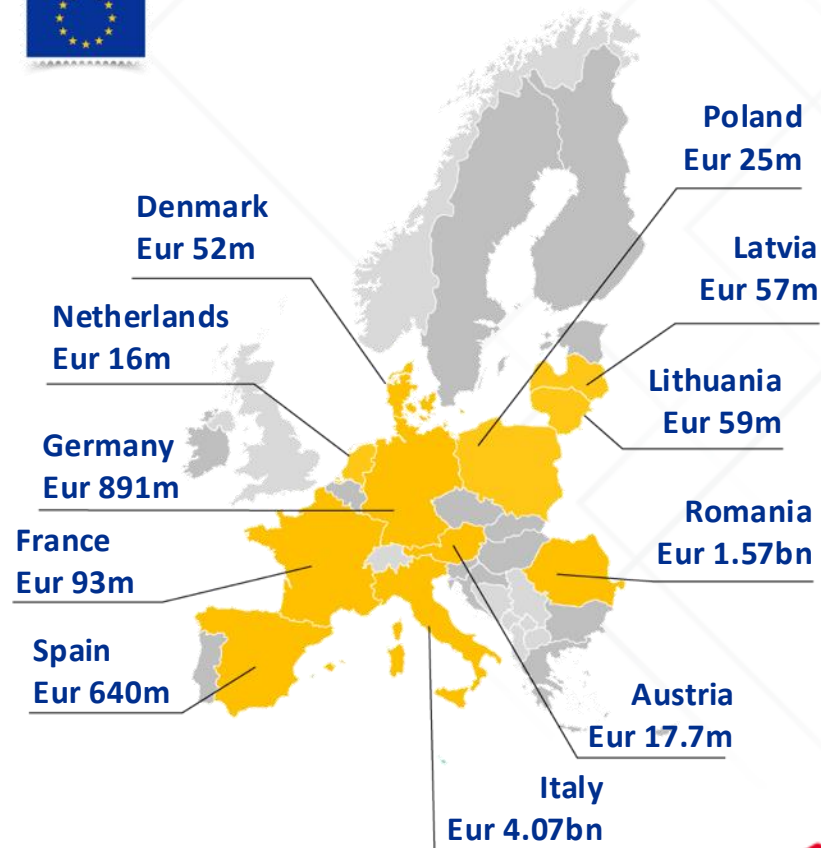
# STEP INITIATIVE IN EUROPE AND IN ITALY

EUROPEAN UNION



As for STEP initiative, Italy is an important player (more than 50% of planned resources).

In first quarter 2025, 15 Regional and National Programmes have subscribed (5 waiting for formal approval).



Update to June 2025

# CROSS-COMMUNICATION CAMPAIGN

- ▶ Designed and implemented by the **National Dept. for Cohesion Policies**, supported by a professional communication agency.
- ▶ **National team** including a creative, a journalist and cross-platform media specialists (5 persons: 2 FTE)
- ▶ **Intensive cooperation** with the **ITALIAN INFORM Network** (WG with regular interaction and ongoing assessment on each output).
- ▶ **Cross-media creative campaign**, to support the programmes that have joined the initiative.
- ▶ **Unique visual identity** with personalised thematic and programme declinations.
- ▶ Estimated **total budget** approx 150-200k (agency, tools, ads and rights). Events to be added.



# CROSS-COMMUNICATION CAMPAIGN

- ▶ **Social media** posting and targeted ads.
- ▶ **TV and radio spot:** In Italy, institutional content is aired free of charge on national TV and major radio stations.
- ▶ **Podcast series:** storytelling from each territory in partnership with all programmes.
- ▶ Dedicated **web page** to find out more about grants and opportunities. Easy UX / UI design.
- ▶ **Collaborations** with big industry groups and SMEs key players.



# FIRST OUTCOMES (30 DAYS)

- + Launched on 9 May 2025 (*Europe Day*)
- + 3 new social media accounts
- + Almost 1.000 followers on social media platforms (linkedin, facebook and instagram)
- + 10.500+ unique visitators to landing page
- + 25.000 active interactions (more than 100.000 with ads)
- + 5 advertising campaigns for diffusion and awareness



# CUSTOMISED THEMATIC AND PROGRAMMES DECLINATIONS



**UNO STEP OLTRE.**  
Con l'Europa, diamo all'innovazione l'impulso per competere.

STEP è l'iniziativa europea che sostiene la crescita delle imprese attraverso lo sviluppo delle **TECNOLOGIE DIGITALI** E dell'innovazione **DEEP TECH**.

 Scopri come aderire.

DIGITAL AND DEEP TECH



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STEP è l'iniziativa europea che sostiene la crescita delle imprese attraverso lo sviluppo delle **TECNOLOGIE PULITE**.

 Scopri come aderire.

CLEAN AND EFFICIENT TECHNOLOGIES



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STEP è l'iniziativa europea che sostiene la crescita delle imprese attraverso lo sviluppo delle **BIOTECNOLOGIE**.

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BIOTECHNOLOGIES

*Thank you*

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