Ivonne Spadafora
Domenico Rositano
Regione Calabria
Calabria has high employment shares in public administration and agriculture, low share in manufacturing, and one of the lowest GDP per capita and highest rate of youth unemployment in the EU, 58.7%

Calabria is a Moderate - Innovator, and innovation performance has increased over time.

In fact, over the last seven years, the "innovative performance" of the region has increased by 7.7%, the most marked positive variation in Italy.
How innovation policies can contribute to tackle youth unemployment in Calabria?
TalentLab Startup and Spin-off is a call **financing the creation of start-ups** and innovative SMEs in Calabria.

Beneficiaries are **individuals or teams**.

The maximum grant awarded to projects is **€ 200,000**
How we chose to communicate the call?
Keywords Communication Campaign

INTEGRATION

**Teamwork:** The communication of the call was carried out not only by the MA, but also by all the implementing authorities, like Fincalabra and CalabriaInnova, and several stakeholders.

**Media:** We used a mix of traditional and social media to communicate the call.

**Brand identity:** new, young, smart. The language was simple and clear. The objective was to communicate call terms of reference as well as the application procedures in an easy framework. **1 Single Portal**
DISSEMINATION

Everywhere. Organization of call presentation on the regional territory:

- 1 in Calabria Region Headquarter
- 3 in Calabrian University
- 1 in Research Centers
- 1 Infopoint

STORYTELLING

Testimonial. We asked to the startups awarded in 2007/2013 to tell their experience and their business ideas
Results of communication campaign

TWITTER
- 30 post
- 80 Like;
- 250 retweet

FACEBOOK
- 30 post
- Average cover post 50,000
- 400 share
- 500 like

NEWS ONLINE
- 13 online newspaper
- 32 days of promotion

PRINT MEDIA

Expected results

130 startups
390 new job
38 spinoff
114 new research place

180,000 print media view
> 700,000 web view

www.regione.calabria.it/calabriaeuropea
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