

From strategy to storytelling, the impact of (good) communication of financial instruments

Chiara Continenza, Advisor, European Investment Bank

Terra 1+2 – Level 1

11:15 - 12:45









Stand up if...

You work with or are involved in communicating EU financial instruments



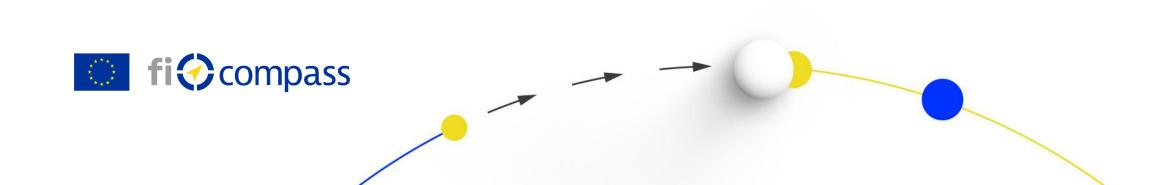






Stay standing if...

You've ever had to **explain what a financial instrument is** to someone outside your organisation — a colleague, a friend, a journalist, or the public









Stay standing if...

You found that question #2 i.e. 'explaining what a financial instrument is' wasn't easy without getting into too much technical details



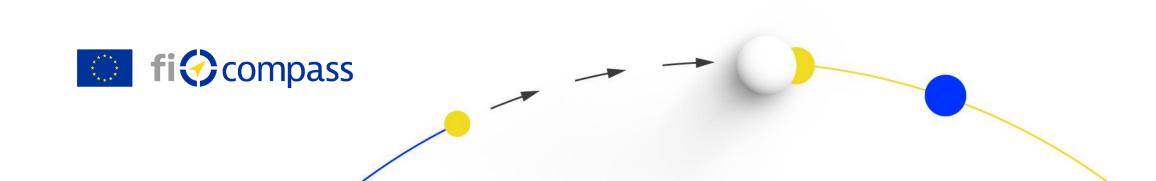






Stay standing if...

You used the word "synergy/synergies" in a communication product, presentation, or report this year – be honest!









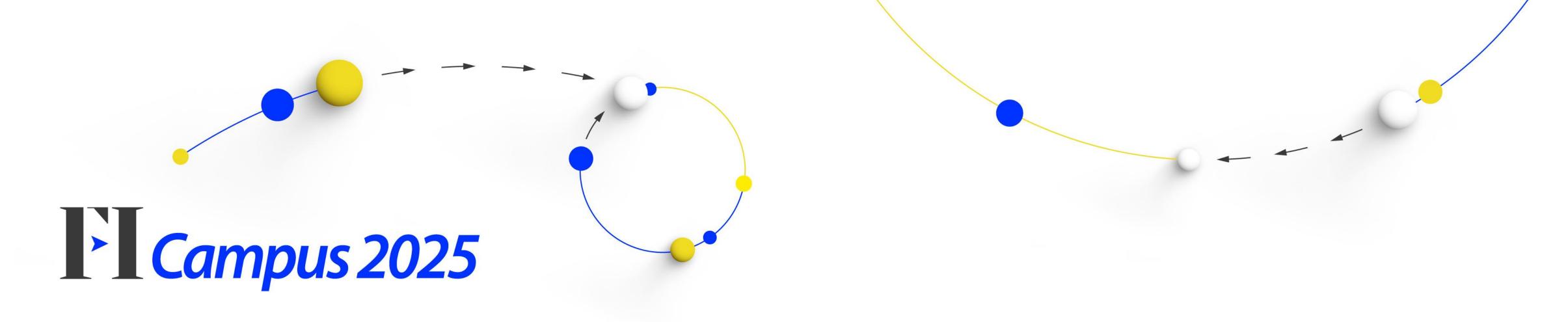
Stay standing if...

You **regret using** the s-word i.e. '**synergy**' in a communication product









From strategy to storytelling, the impact of (good) communication of financial instruments

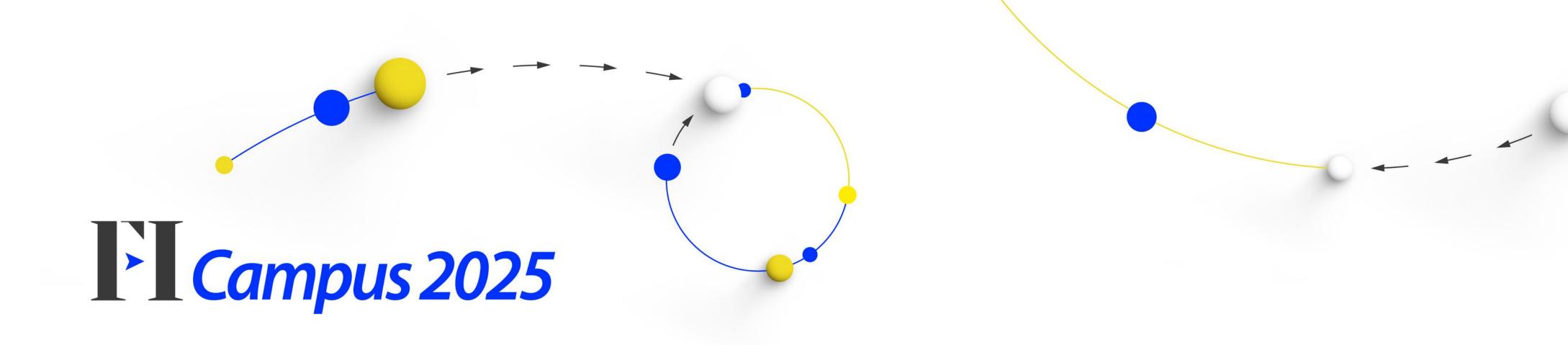
Moderator: Chiara Continenza, Advisory officer, European Investment Bank

Daniel Szczechowski, Head of Unit, Ministry of Development Funds and Regional Policy
Angelina Todorova, Former Deputy Minister of Regional Development and Public Works, Ministry of
Regional Development and Public Works, Bulgaria
Markus Lehmann, Managing Director, IBB Ventures Berlin
Marijana Baršić Barun, Member of the Management Board of HAMAG BICRO
Jean-Michel Catani, Director General, CADEC - Caisse de Développement de la Corse
Martina Grigorova, Executive Director, SIS Credit, Bulgaria









Daniel Szczechowski

Head of Unit, Ministry of Development Funds and Regional Policy, Poland







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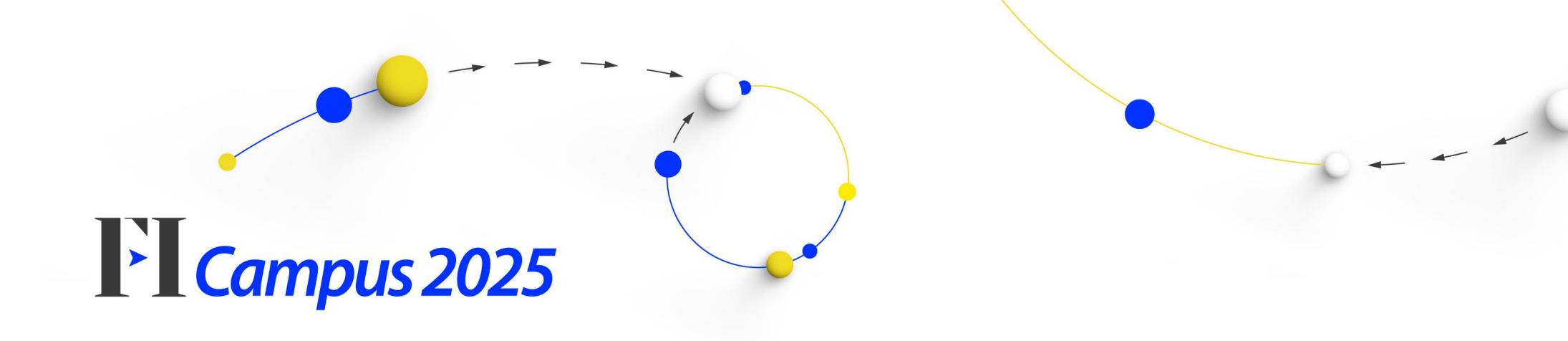
Communicating financial instruments

Managing Authority perspective

- Financial instruments a tool for achieving the program's goals
- A diverse group of communication recipients: primarily entrepreneurs, but also politicians, journalists, private investors, but also general public
- the crucial role of success stories







Angelina Todorova

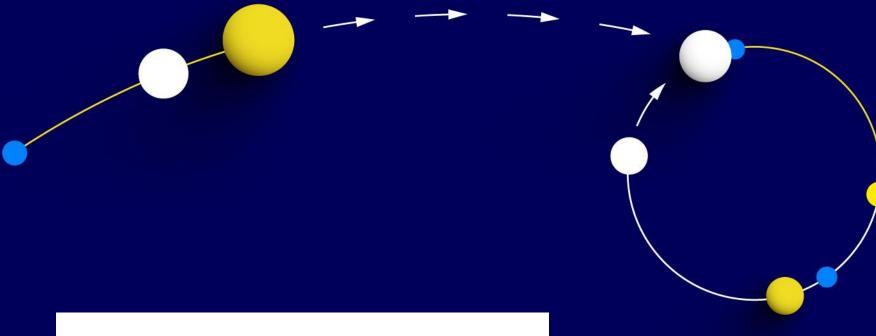
former Deputy Minister of Regional Development and Head of PDR MA former Director of the Bulgarian Advisory Hub within the Fund of Funds





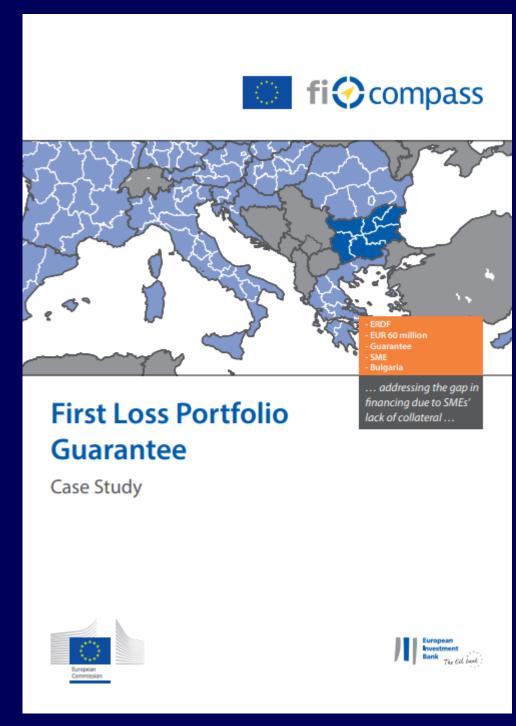


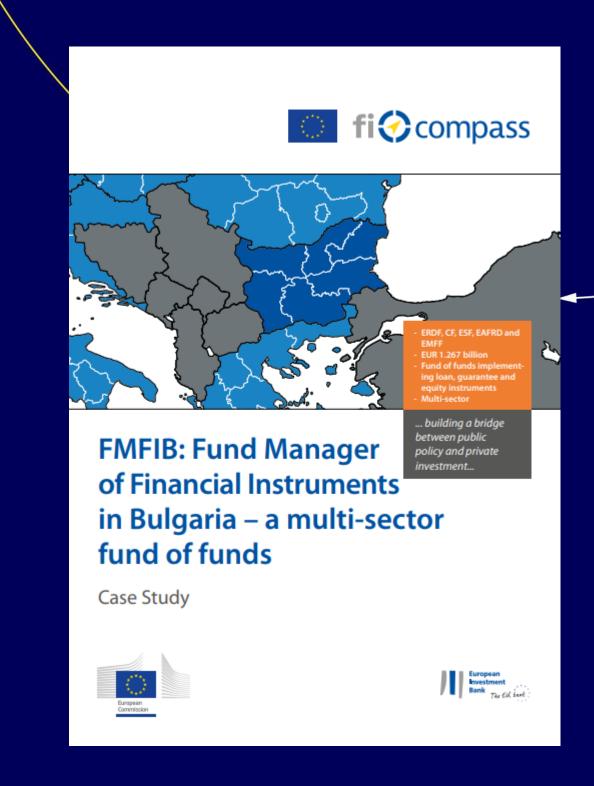






fi compass





me & FI, 10 years now







ADPT MLC MPA

visibility and communication for financial instruments under EU shared management funds

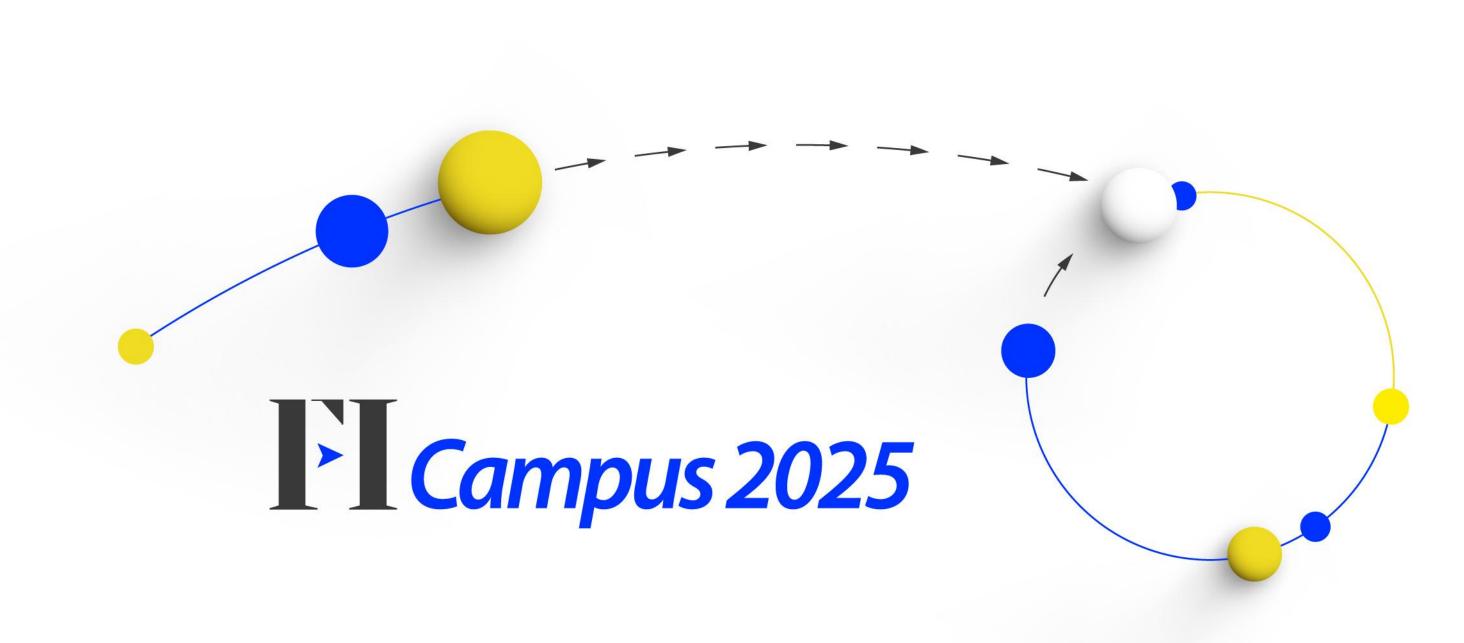
compliance issue + useful tool + success strategy

- Adaptability (ADPT)
- Multi-Level Communication (MLC)
- Multiple Perspectives Awareness (MPA)







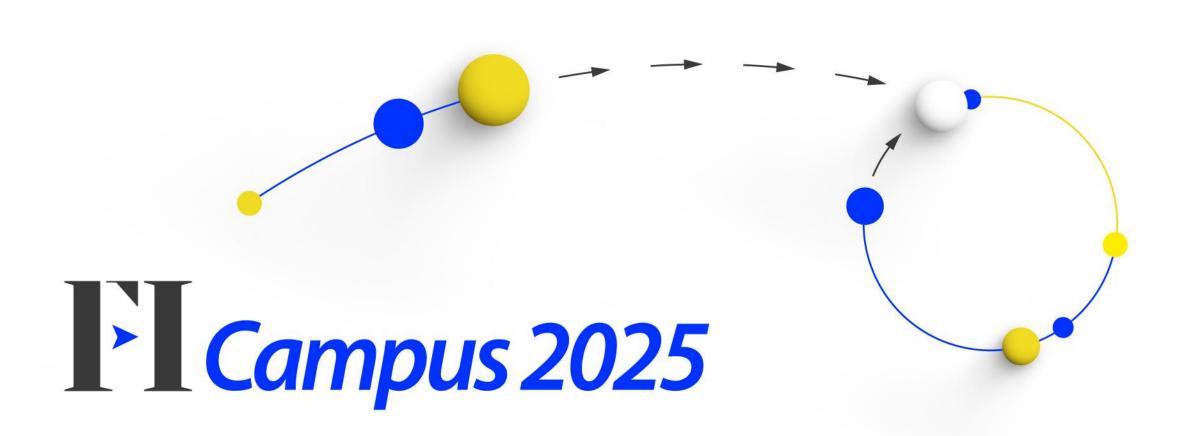


Thank you









Markus Lehmann

Managing Director, IBB Ventures







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Target audiences

FI for very early deep-tech startups in Berlin





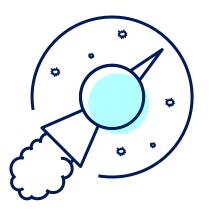
"Sponsors" of the FI

- **EU**
- Managing authority in Berlin
- **IB** at the
 - Senate Department for Economics
 - Senate Department for Science
 - Senate Department for Finance
- Berlin's development bank (IBB)



Multipliers and partners

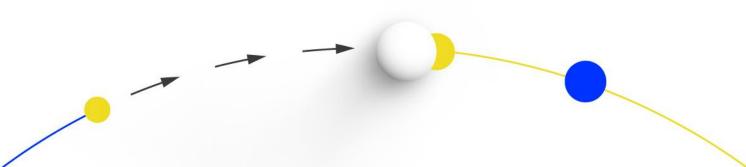
- **Startup units** at universities and research institutes
- Infrastructure providers for Berlin startups (incubators, accelerators, startup hubs, lab-space providers)
- **Financing partners** (business angels, VC firms)
- Berlin's development bank (**IBB**)



Startups

- Founders with the ambition :
 - to transform sophisticated technical innovations into products with high scalable market potential AND
 - to build European champions and securing technological sovereignty and resilience









Communication Toolbox

Promoting new FI with targeted multi-channel mix

Partners: Memberships | Collaborations











unite







News: LinkedIn | Newsletter | Press





Aignostics Secures \$34 Million Series B to Enhance Precision Medicine with Al



BERLIN, GERMANY and NEW YORK, NY (October 29, 2024) —
Algnostics, a global artificial intelligence (AI) company that turns
complex multi-modal pathology data into transformative insights,
announced today that it has raised \$34 million in Series B financing.

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QR Code Stickers





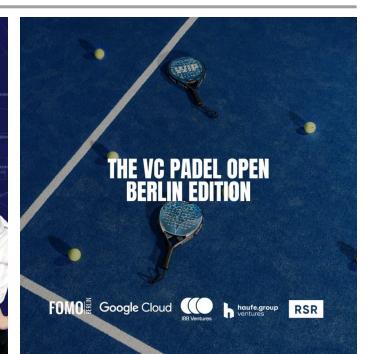




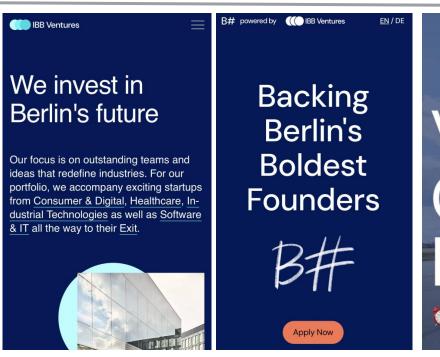
Events: Launch Event | Event Participations | Community Events







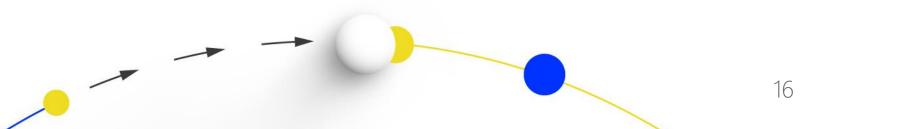
Websites | Office Hours | Presentations & One Pagers: IBB Ventures and B#





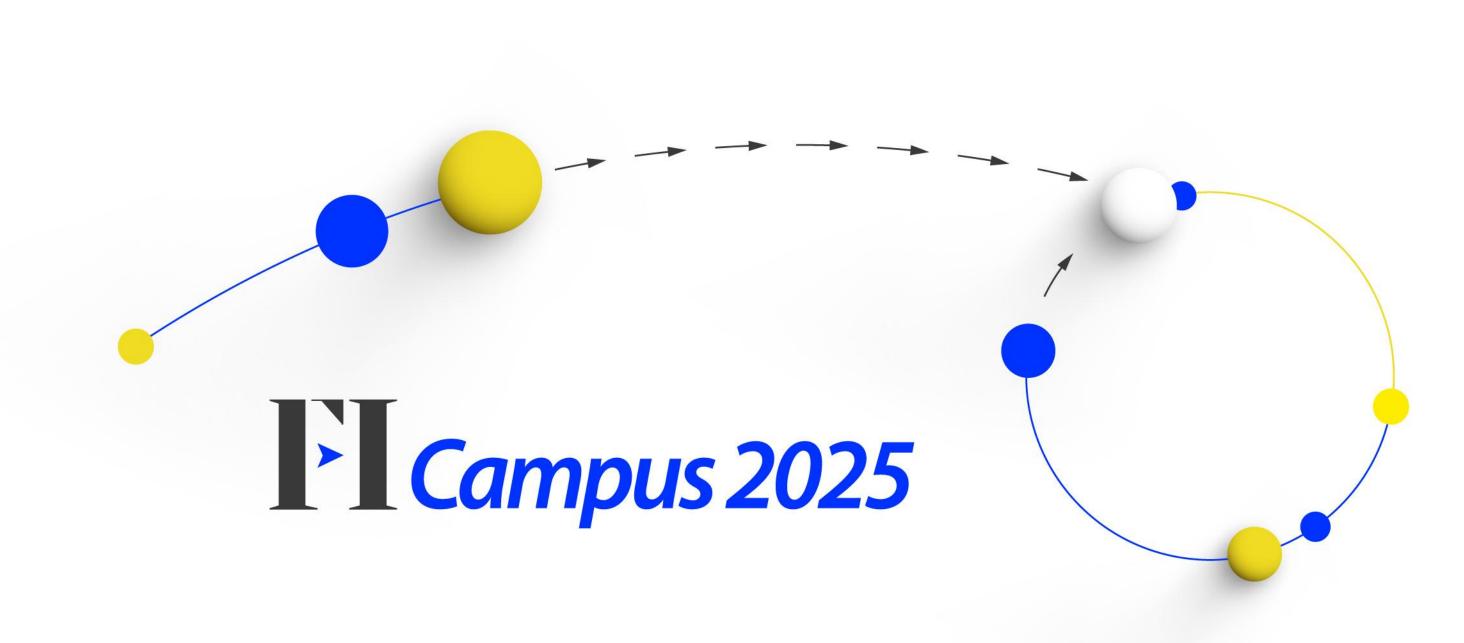










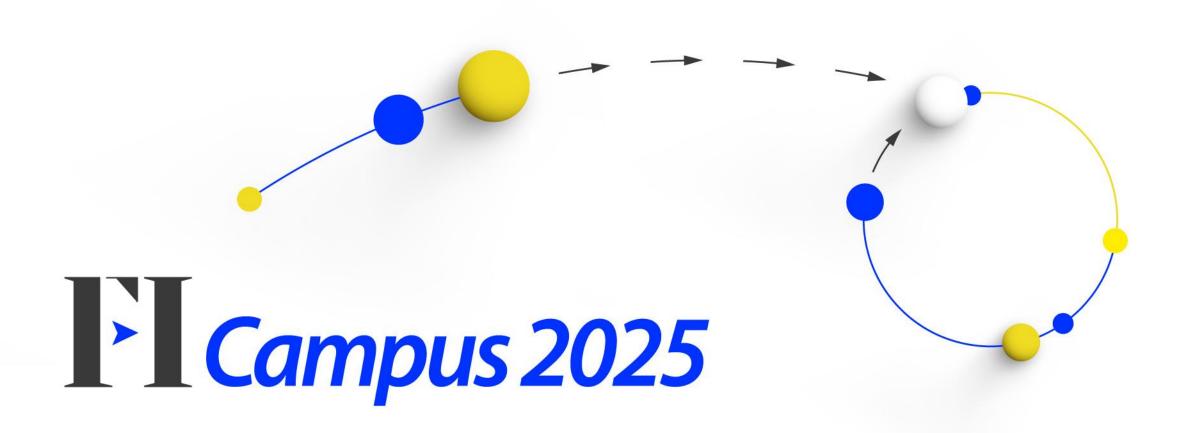


Thank you









Marijana Baršić Barun, M.Sc.

Member of the Management Board, HAMAG-BICRO







Communicating financial instruments



About Croatian Agency for SMEs, Innovations and Investments (HAMAG-BICRO)



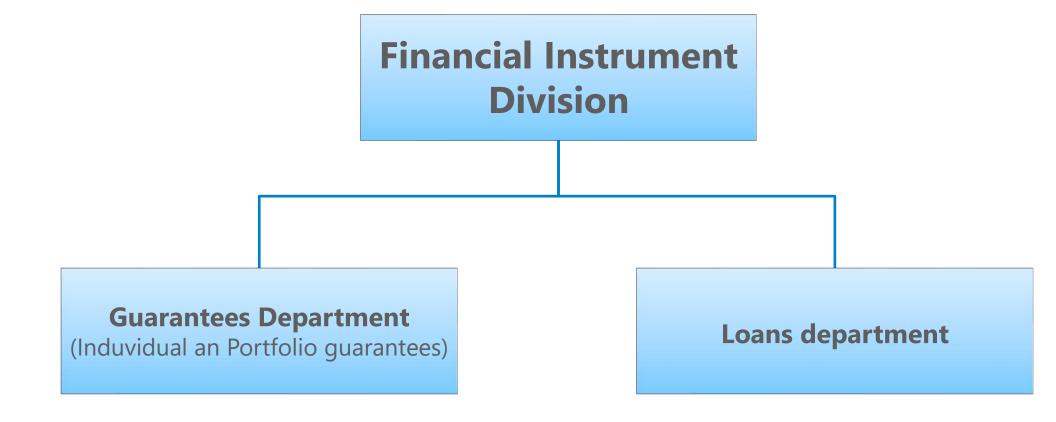
HAMAG-BICRO - Government agency under the supervision of the Ministry of Economy. Committed to growth and development of SMEs.

Main fields of work:

- Issuing guarantees for bank credits to SME's
- Direct lending Micro and Small loans to SME's
- Promoting investments

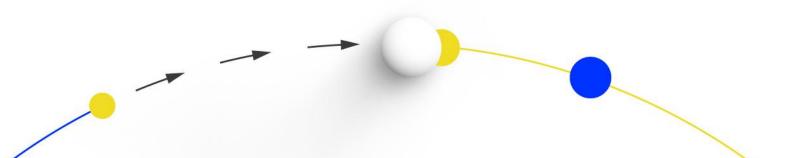
Member of AECM





- 850 Individual guarantees; > 400 mln EUR
- 2.000 Portfolio guarantees; > 115 mln EUR
- 13.500 loans; > 600 mln EUR









Communicating financial instruments



Communication with MA and final recipients





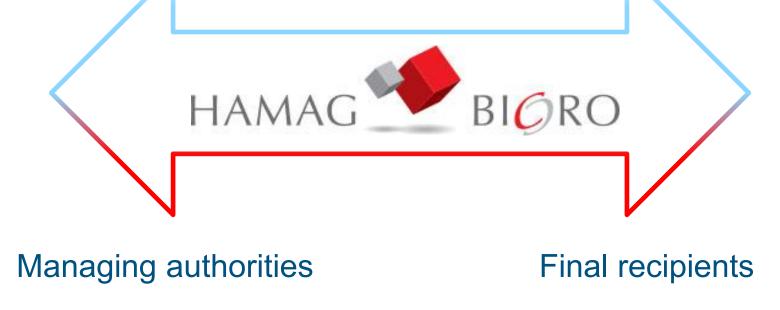
Committee



Daily basis communication



Reporting





Banks - guarantees



20 branches of HAMAG BICRO across the whole country



Cooperation with other institutions (Chamber of Chamber of Crafts, developent agencies, business incubators)



Conferences



Business magazines (interview, articles...)



Email communication

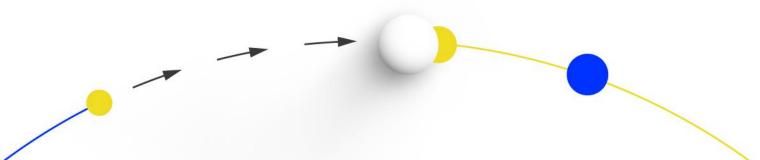


Al assistent



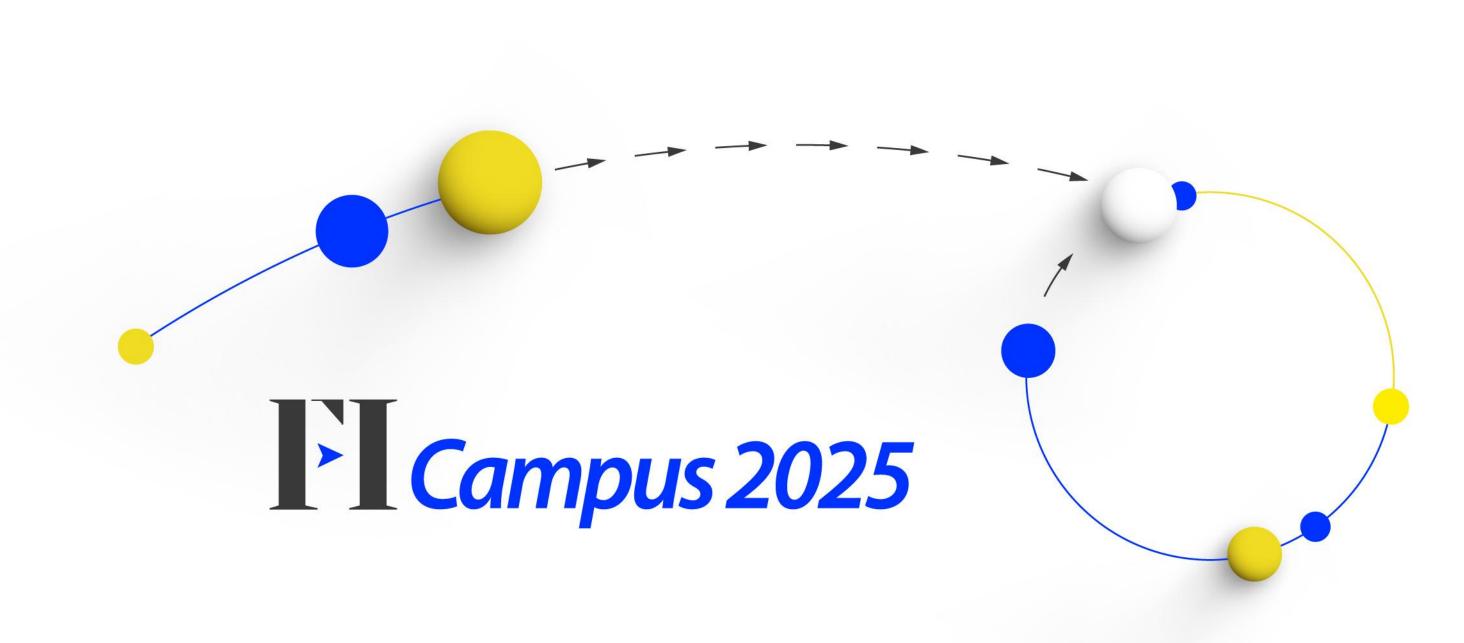
Good reputation









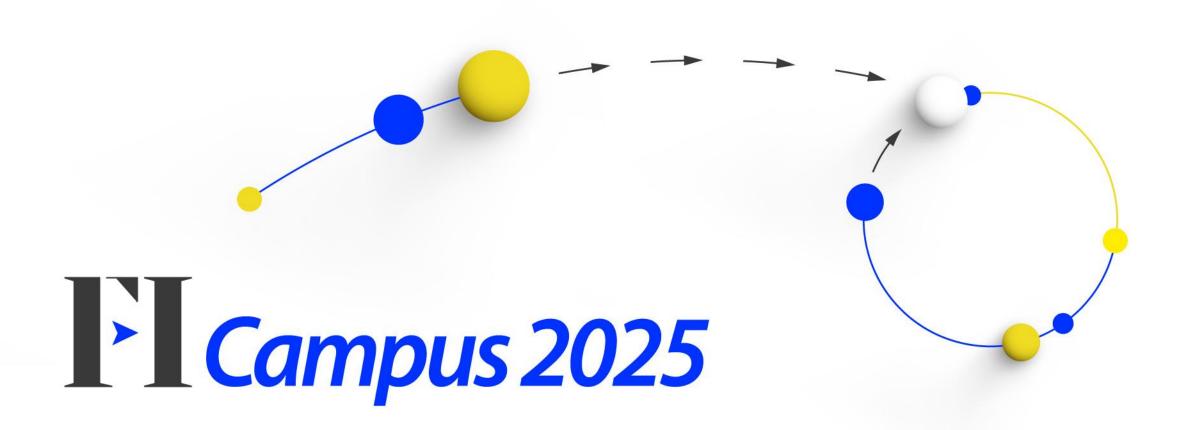


Thank you









Jean-Michel CATANI

Director, CADEC







Communication for financial instruments

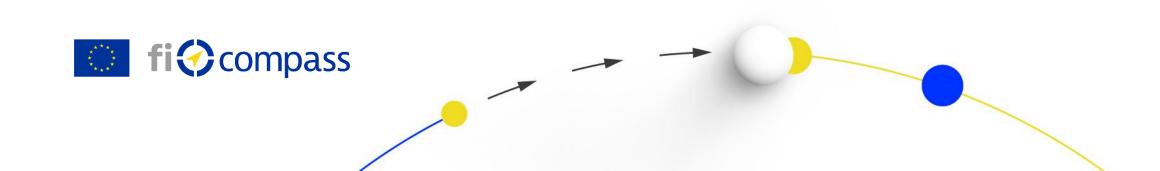


Having a look back on the ten past years

- a very short mobilisation period that did not prevent an optimal use of the funds
- A communication about reporting tangible datas and concrete achievements on local TV, regional press & radio and a very little X account

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- One main axis: bringing Europe closer to small businesses
- One priority audience to reach: the policymakers
- Many progress tracks and unanswered questions:
 - How to use social media?
 - How to reach the masses?







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Communication for financial instruments

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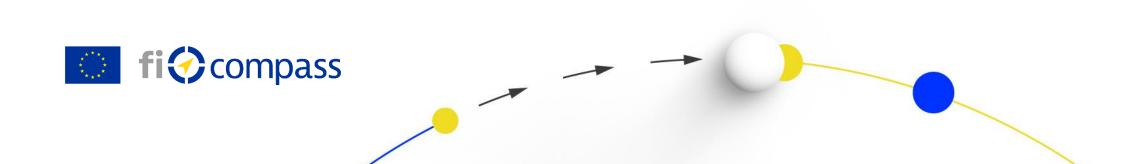
What if we had more time?

- Creation of a facebook or LinkedIn page specific for each FI
- Storytelling about real achievements all along the way
- Associating policymakers at every point of the communication to improve their appropriation of the topic

What for?

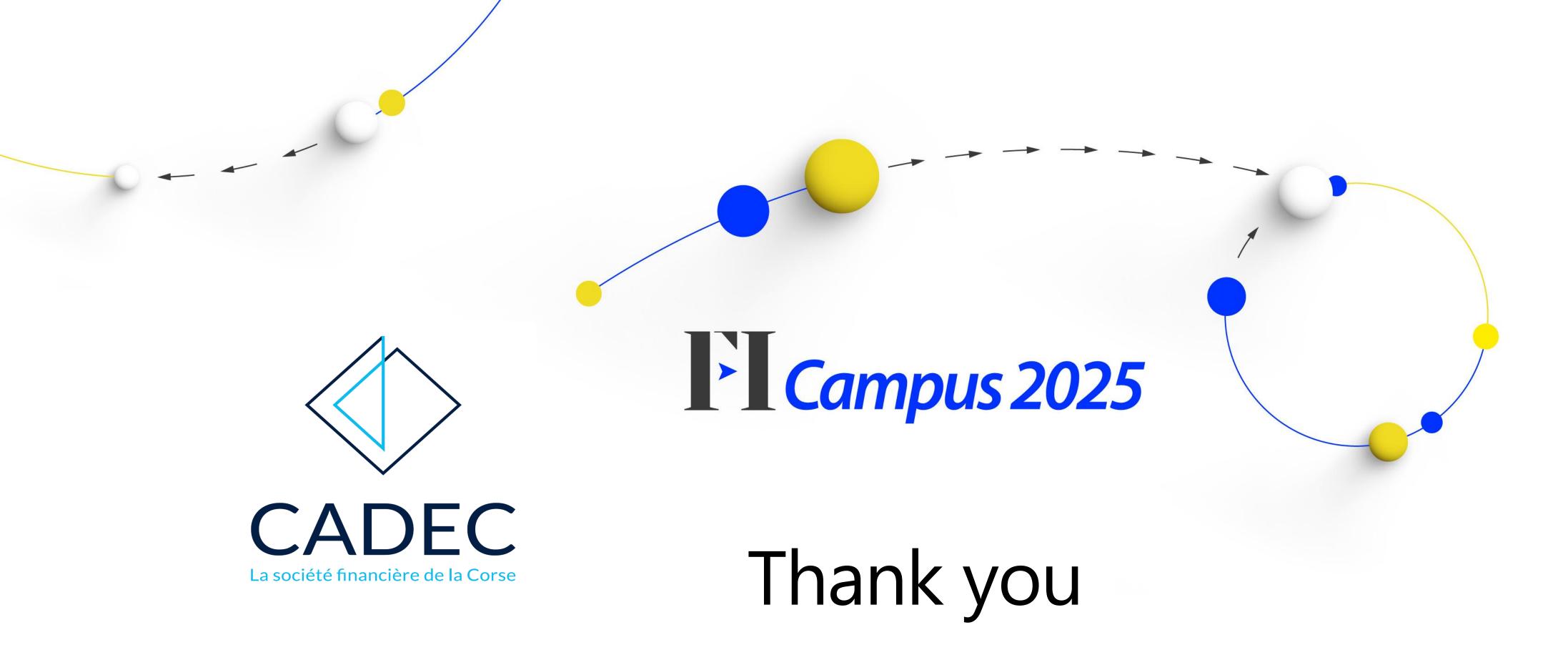
- Making it more alive

- Showing how we succeed in making european funds close to SMES
- Convincing decision makers of the utility of financial instruments even when it is not grants





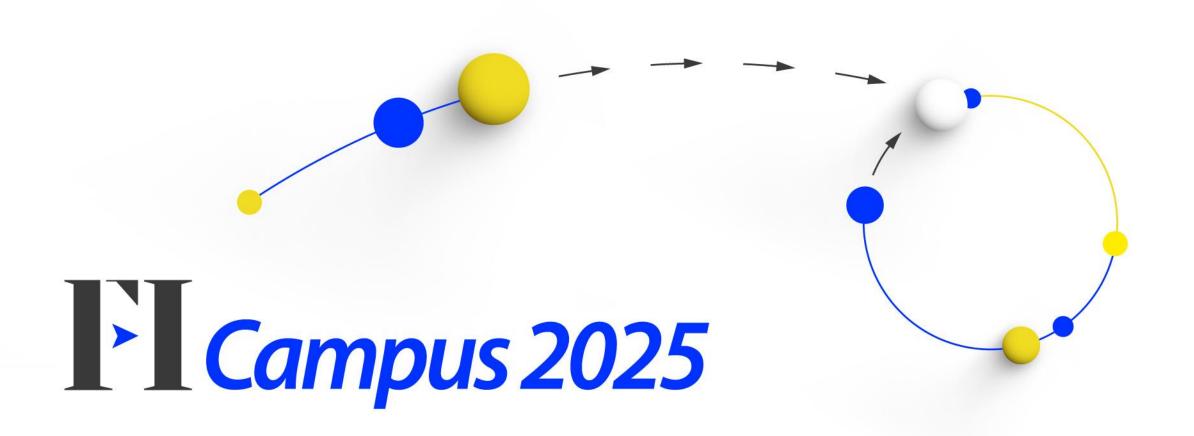












Martina Grigorova

CEO, SIS CREDIT







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SIS Credit experience

The role of partnerships in community level communication

Partnerships with NGO sector and Universities in:

- ✓ Academies for local entrepreneurs (mentoring and jury members)
- ✓ Universities competitions (Best youth entrepreneur in Bulgaria, organized by Sofia University and Fund of funds)
- ✓ Educational and financial literacy programs for vulnerable entrepreneurs
- ✓ Accelerator programs for start-ups









SIS Credit experience



Communication through non-financial support

In 2025, we launched a new consultancy portal under the *Transform Together Fund* project, funded by the European Commission under ESF+

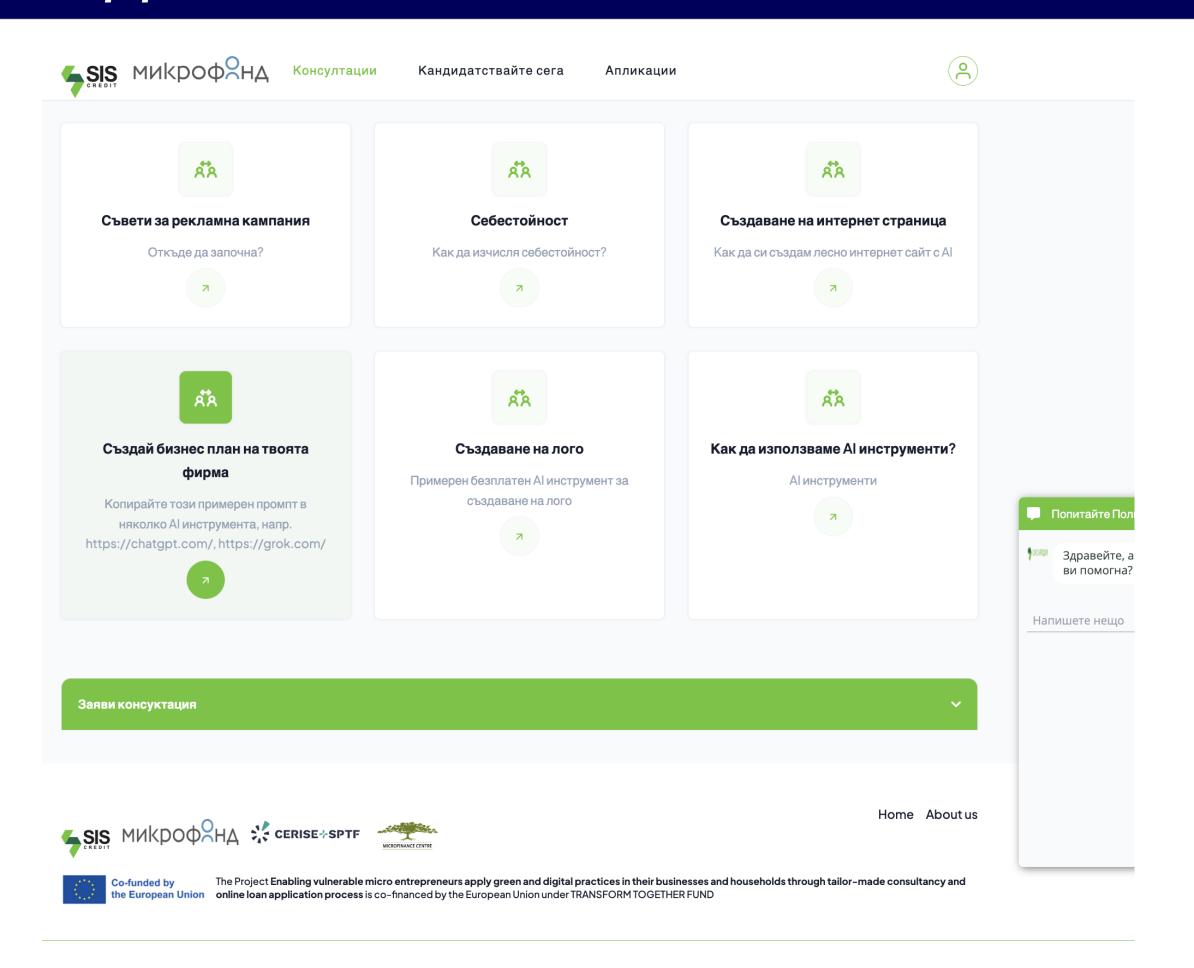
Aim:

To improve the digital skills of entrepreneurs and provide expert consultations in various fields, including AI tools for entrepreneurs, green project development, and available EU funding.

Features:

- ✓ Info about topics of interest
- ✓ Poli an intelligent chatbot
- ✓ Appointment booking with industry experts









SIS Credit experience



Storytelling in action

• Fi-compass Showcase award 2024

https://www.fi-compass.eu/showcase-2024/sis-credit-and-fmfib-revitalising-bulgarian-villages-through-financial-instruments

Fi-compass stories about clients

https://www.fi-compass.eu/stories/barabar-did-you-say

• Financial instruments under ESF+ for assisting vulnerable entrepreneurs in Bulgaria- video

https://www.fi-compass.eu/videos/success-stories/esf-microfinance-financial-instruments-assisting-vulnerable

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Promotional video with CEB for SIS Credit refugees support

https://youtu.be/RISv0G9RqJ0?si=v2MNYl2TdVlDIrxz









Thank you

www.fi-compass.eu















