



SKILLS FOR TOMORROW

Shaping a green and digital future

European
Social Innovation
Competition 2021

Supported by the **EIC**

Communication Toolkit



Introduction

The European Social Innovation Competition is now open

This year's theme is *Skills for tomorrow - Shaping a green and digital future*

This is a great opportunity for social innovators, so make sure to spread the word!

For more information, visit our [website](#)





Ready made Social Media Posts

Content to copy/paste

🔊 Calling all social innovators

Applications for the European Social Innovation Competition are NOW OPEN! This year's theme - 'Skills for Tomorrow'! Three prize winners will receive **€50,000** each to develop their ideas. Apply now 🗨

<https://stage-eusic2021.challenges.org/how-to-enter/> #diogochallenge

🔊 Call for applications! The European Social Innovation Competition is now accepting entries to compete in this year's #diogochallenge "Skills for Tomorrow". Are you working on an innovation that could close the skills gap? Apply here 🗨 <https://stage-eusic2021.challenges.org/how-to-enter/>

Help shape green and digital future! 🍀 The European Social Innovation Competition is now looking for entries to compete in this year's #diogochallenge.

🏆 Prize: €50,000 to develop your idea, personal coaching, and training. Apply here 🗨 <https://stage-eusic2021.challenges.org/how-to-enter/>

Visuals to illustrate



Download the Competition's visuals [here](#)

Or use the link to the launch video : <https://www.youtube.com/watch?v=4-PMPOMhhSo>





How to mention the Competition on Social Media?



- The Competition's hashtag is **#diogochallenge**
- On social media, the “European Social Innovation Competition” is referred to as “the #diogochallenge”. When talking about this year's Competition, we say “the 2021 #diogochallenge”
- The theme of the 2021 Competition is: Skills for tomorrow - Shaping a green and digital future
- **Twitter** handle - Competition [main channel](#): @EUSocialInnov
- **LinkedIn** handle - Competition [LinkedIn page](#): @eusocialinnov





How to promote on websites?

Promote the competition on your organisation's website by

- Downloading the banner [here](#) and uploading it to your organisation's website
- Linking it to the competition website: <https://stage-eusic2021.challenges.org/>





What if you get questions?

- All the information you need is available on the website:
 - About the [Competition](#)
 - About the [2021 Theme](#)
 - On [how to enter the Competition](#)
 - About [judging criteria](#)
 - About [who to contact](#)
 - Useful [resources](#) (FAQ, entrant's handbook, Competition rules, etc.)

