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Fostering the PAN-European infrastructure for empowering SMEs digital competences in Laser-Based Advance and Additive Manufacturing (LBAAM)

PULSATE ADOPTERS 1st Open Call
Communication Toolkit for Partners

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Version	Author(s)	Changes	Date
V1	FBOX	included toolkit in PULSATE sharepoint	11.01.2022
	FBOX	OC presenation added	02.02.2022

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1. ABOUT THE TOOLKIT

This document is part of the PULSATE ADOPTERS OC dissemination toolkit and aims to be a guide, reference and support for the PULSATE consortium partners to promote the PULSATE's first Open Call for Adopters in a coherent, homogeneous way.

Toolkit is a living document and will be updated by OC Team during the Open Call with the materials to be disseminated (webinars, reminders, tips etc.). Updates will be included in the Document History Table and will be marked NEW in the document.

We encourage you to share these materials on your social media **official** pages, with your communication department, other partners and clients who can help multiplying the reach of the project's Adopters Open Call and get the highest impact.

Open Call Dissemination Toolkit Content

Communication Templates	USE
General information about the project, dates and important links	Providing information and general guidelines about the open call. Providing the partners with the necessary basic elements and communication items to multiply the reach of the open call. Ensuring partners' alignment and facilitating the tracking of the dissemination activities.
Social Media Templates	Generating a coherent message among the consortium, while facilitating the sharing possibilities with predefined texts and banners to disseminate the open call across different social media platforms
Press release	Publishing in newsletter, press release, project updates
Email Templates - institutions	Institutions, DIHs, RTOs, Clusters that could reach potential Adopters and spread the news.
Email Templates - one to one	Invite potential applicants to apply
Info days	Coordinate all the dissemination activities. Each Partner is expected to organize local webinars to share the news about the open call.
Webinars	FBOX will organize 3 main OC webinars.
Banners	Graphics.

The Open Call is led by FBA. You can always reach us for further information and we will be happy to help:

1 **Senior Project Manager**: Izabela Zrazinska, izabela.zrazinska@fundingbox.com
2 **Deputy Project Manager**: Maria Karpilowska, maria.karpilowska@fundingbox.com
3 **Marketing Lead:** Alessandra Mudu, alessandra.mudu@fundingbox.com

Each partners should report dissemination actions in this Reporting file It is crucial to track the dissemination efforts and to reach the right targets, as well as for the project's reporting.

2. PULSATE OPEN CALL IN A NUTSHELL

All the content shared should make reference to the following webpages:
- PULSATE Website, where partners and potential applicants can find the overall information about the project, its purpose and activities https://www.pulsate.eu/

- Adopters Open Call microsite, with all the necessary information about the call, its purpose, main benefits , along with useful documents and the call's application form: https://bit.ly/3HbNhTS
- PULSATE Community (inside I4MS) https://bit.ly/32uwv3J -, we have enabled a Help Desk space to assist applicants and interested parties in the process of applications.

- About PULSATE

PULSATE is the PAN-European Network designed and dedicated to boost the adoption of laser-based advanced and additive manufacturing (LBAAM) technology that will empower the European Manufacturing industry digitalization.

PULSATE ambition is to help new technology adopters and provide an easier way towards laser manufacturing. Our network will provide SME companies with a number of resources to test and evaluate the benefits of laser manufacturing in their particular environment and applications: linking to solution providers, funding of their own tests, infrastructure and knowledge from top level research centres, mentoring, training and technology scouting.

- The Target

Thourgh 1st Adopters Open Call, PULSATE will select up to 21 Adopters (End Users/Manufacturing companies) that represent high-potential business use cases for implementation of LBAAM technology in their processes, products and business models that will enhance the activities of the manufacturing industry.

The ideal applicant should have a clea vision of how laser application can be applied in their processes, products and/or business models and is looking for support on assessment if it is feasible.

The open call targets SMEs or Slightly Bigger companies that are based in The Member States of the European Union and their Overseas Countries and Territories (OCT), Associated Countries to Horizon 2020, United Kingdom of Great Britain and Northern Ireland.

- The Message

The main message we want to transmit are the benefits from the assessment that will prove the feasibility of implementation of the Laser Based Additive Manufacturing (LBAAM) technology.

The selected Adopters will take part in a 3-month support programme between September - November 2022, through which they will receive:

- Up to 25 000 Euro as a lump sum
- A dedicated coaching and mentorship programme delivered from PULSATE Consortium partners in LBAAM feasibility assessment that will allow Adopters to confirm Technical and/or Business Feasibility for the implementation of LBBAM technology in their environment.
● Important Dates

The deadline to submit the application is the 31st March 2022 at 5PM CEST.
Support Programme will last from September - November 2022

3. DISSEMINATION ACTIVITIES

3.1 SOCIAL MEDIA

● Social media activity needs to be performed on a regular basis by all PULSATE partners in their own communication channels
● Each partners should report dissemination actions in this Reporting file It is crucial to track the dissemination efforts and to reach the right targets, as well as for the project's reporting.
● Remember to mention @Pulsateeu official profile in all the Social Media Channels. Here is the list of the most important links that you might need:

❖ LinkedIN PULSATE profile
❖ Twitter PULSATE Profile

The official hashtags of the project are: #LBAAM, #photonics and #photonicsEU. Please use it as much as you can, to boost the open call's discoverability.

Other hashtags that you may want to use are the following: #additivemanufacturing #advancedmanufacturing #laser #innovation #aerospace #medicaldevices #customisedelectronics #automotive #industrialmachinery #textile #clothing

Social Media Templates Post, LinkedIn, Facebook, Twitter

Below you can find what in the social media we call copies. These are the messages that you can directly copy and paste to your profiles, translating it first if you need it. Please do not use any other link but the one provided. It is traceable for reporting purposes.

LinkedIn/Facebook Message#1

⬚ Laser Technology Adopters& End-Users!

Have you ever thought of applying laser technology into your processes but you are not sure if it's feasible?

⬚Apply now to the PULSATE 1st Adopters Open Call to get up to €25k EUR funding and an implementation assessment.

⬚PULSATE is looking for SMEs or Slightly Bigger companies that represent high-potential business use cases for implementation of Laser-Based Advanced and Additive Manufacturing (LBAAM) technology in their processes, products and business models.

⬚ Apply now to access to the programme: https://bit.ly/3lbOEcH

#LBAAM #photonics #photonicsEU #additivemanufacturing #advancedmanufacturing

Twitter #1

⬚ Laser Technology Adopters& End-Users!

Have you ever thought of applying laser technology into your processes but you are not sure if it's feasible?
Get up to €25k + an implementation assessment with @Pulsate.eu

⬚Apply now https://bit.ly/3lbOEcH
#LBAAM #photonics

3.2 PRESS RELEASE

OFFICIAL POST IN PULSATE COMMUNITY: https://spaces.fundingbox.com/spaces/i4ms-pulsate-project-updates-1/61ee6c4fa00ca005d3d240de

- **Press Release / Newsletter / Project Update for Communities**

PULSATE Network designed and dedicated to boost the adoption of laser-based advanced and additive manufacturing (LBAAM) technology that will empower the European Manufacturing industry digitalization has just launched the Open Call to select up to 21 Technology Adopters that will access funding and implementation assessment.

For each selected Adopter, the PULSATE programme will include:
- Financial support of up to 25 000 EUR

- Mentorship from PULSATE Consortium partners in LBAAM feasibility assessment that will allow Adopters to confirm Technical and/or Business Feasibility for the implementation of LBBAM technology in their environment.

Who can participate?

- Technology Adopters (End-Users / Manufacturing companies) with high-potential business Use Cases for implementation of LBAAM technology in their processes, products and business models.
- SMEs or Slightly bigger legal status is required
- Companies legally established in the EU Member State or Associated Country

Apply before   31st March 2022 at 17:00 CET (Brussels Time) via: https://pulsate-adopters.fundingbox.com/

Why LBAAM Adoption is so important?

The Laser-Based Advanced and Additive Manufacturing technology (LBAAM) represents a turning point for many industries that are looking to achieve flexible manufacturing solutions and highly digitalised production environments.

Many of these environments, such as robotics, Artificial Intelligence (AI) and Internet of Things that are involving the LBAAM technology, are revealing extremely beneficial outcomes for sectors such as Aerospace, Automotive, Medical Devices, Industrial Machinery, Customised Electronics, and Textile clothing.

The main drivers when boosting the competitiveness of EU manufacturing are production costs and time-to-market reduction, quality and flexibility improvement, access to skills and knowledge, risk reduction and market access.

Here PULSATE plays a key role as it brings together a strong Consortium comprising six competence centres (AIMEN, FTMC, MTC, SINTEF, Fraunhofer and CEA) with high-level expertise in LBAAM and digitisation, the European Photonics Industry Consortium (EPIC) to support the acceleration of EU innovative scale-up initiatives, and two highly innovative SMEs (CLESGO & Fundingbox).

Find all the detailed information about the open call, the application requirement and recommendations, and find all necessary documents and application form here: https://bit.ly/32FmIYo

We invite you to join us at our <u>Helpdesk space</u> to ask your questions and solve your doubts about this open call. You can also submit your questions via email to the following address: <u>pulsate.help@fundingbox.com</u>. For further information about the PULSATE project and its activities, please visit our website.

3.3 EMAIL TEMPLATES

In this section you will find some useful email templates for contacting potential beneficiaries of the project and/or institution that could be interested in disseminating the project information.

<u>Direct Email to Institutions that are asked to disseminate the news:</u>

Subject: Get up to €25k + LASER implementation assessment with PULSATE (funding for SMEs)

Dear XXX,

We would like to share with you the news about the <u>PULSATE Adopters Open Call launch</u>, that could be of interest to your network.

PULSATE has launched the Adopters Open Call. The application is open until 31st March 2022 at 17:00 CET (Brussels Time) and through the link <u>https://bit.ly/32FmIYo</u>

Who can apply?
We are looking for **SMEs or Slightly Bigger** companies that represent high-potential business use cases for **implementation of Laser-Based Advanced and Additive Manufacturing (LBAAM)** technology in their processes, products and business models that will enhance the activities of the manufacturing industry.

What are the benefits?
The selected Adopters (End SUers) will reive **up to 25K€** and Mentorship from PULSATE Consortium partners in LBAAM **feasibility assessment** that will allow Adopters to confirm Technical and/or Business Feasibility for the implementation of LBBAM technology in their environment.

We would appreciate it if you could share this information with the institutions and SMEs of your network that you think could be interested in the call. Attached the banner that could be used for dissemination.

Thank you for your cooperation.

Direct email to similar EU projects:

Subject: Get up to €25k + LASER implementation assessment with PULSATE (funding for SMEs)

DearXXX,

We would like to share with you a unique funding opportunity for the Photonics industry that has been launched in collaboration with I4MS/PhotonHub

PULSATE has launched the Adopters Open Call. The application is open until 31st March 2022 at 17:00 CEST (Brussels Time) and through the link https://bit.ly/32FmIYo

Who can apply?
We are looking for **SMEs or Slightly Bigger** companies that represent high-potential business use cases for **implementation of Laser-Based Advanced and Additive Manufacturing (LBAAM)** technology in their processes, products and business models that will enhance the activities of the manufacturing industry.

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We would appreciate it if you could share this information with the institutions and SMEs of your network that you think could be interested in the call. Attached the banner that could be used for dissemination. Thank you for your cooperation.

Best Regards,
PULSATE and XXX teams

Direct Email to potential applicants:

Subject: Get up to €25k + LASER implementation assessment with PULSATE (funding for SMEs)

Dear [Name / Company's Name],

My name is [Your Name] from [Your Company] and I am contacting you on behalf of PULSATE, an EU funded project which aims to boost SMEs in their digitalization process by allowing them to access, implement and support the use of Laser-Based Advanced and Additive Manufacturing (LBAAM) technology.

PULSATE has launched the Adopters Open Call. The application is open until 31st March 2022 at 17:00 CEST (Brussels Time) and through the link https://bit.ly/32FmIYo

Who can apply?
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How to apply?
If you think this opportunity is for you, we invite you to apply until the 31st March 2022 at 17:00 CEST(Brussels Time) at https://bit.ly/32FmIYo

If you have any further questions do not hesitate to contact us answering to this email

4. INFO DAYS

PULSATE partners are expected to organize local webinars (prefereable in your language) to share the news about the open call with your ecosystems.

Info Days can be in the form of
•   A presential meeting organized at partner´s entity venue
•   Online webinar in local language

- Time slot at a local event where a partner will present the OC to the audience

The main goal is to bring Adopters attention to the OC with a short OC overview.

All partners: please include the exact hour and link to the registration in the table and in Global Events Planning Excel

Please try to redistribute your Info Day in different dates - avoid the overlap with other partners and main OC webinars organized by FBOX. Do not plan the Info Day in the last week of the Open Call (21-31st March).

Partner/Title	Country	Date and Hour	BEFORE: Link to registration	AFTER: Link to video/ppt
AIMEN	Spain	24.02, 12 - 1pm		
CEA	France			
FRA	Germany			
SINTEF	Norway			
FTMC	Lithuania			
EPIC	Italy			
MTC	UK	2nd webinar 3.03 at 11:00 AM - 12:00 PM CET		

How to prepare the Info Session?

The PowerPoint templates for 1st AUC OC presentation is available here.

If you need a banner to promote the Info Day, please send photos of the speakers and title/text to EPIC/FBA team.

Once you have a registration link and exact date, please let us know, so we can include it on the OC website and promote it on project social media.

TIP: check the TO DO list for the online Info Session preparation from 1st TTE HERE.

After the webinar:

- Share the Questions that were asked here.
- Confirm to the number of attendees

Detailed information and Q&A with applicants can be redirected to 3 main webinars (see section 5 of this document)

5. OPEN CALL WEBINARS

During the OC duration FBOX will organize a series of webinars in the following dates:

- *1st webinar: 3.02 at 3pm - 4pm CET: All you need to know about the Open Call for Laser Adopters.*

- 2nd webinar 3.03 at 11:00 AM - 12:00 PM CET LBAAM adoption in different sections/Sneak Peak to LBAAM Assessment: Registration link
- 3rd webinar 24.03 at 11:00 AM - 12:00 PM CET The Final countdown: Q&A and tips Registration link

The sessions will be recorded later web-stream video playback.

When the official date of the Webinar will be announced the related dissemination material will be shared with all the partners that will need to cooperate.

6. BANNERS

All the banners in different formats are included HERE.