



D5.2

DISSEMINATION, COMMUNICATION AND EXPLOITATION PLAN

AUSTRALO





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Abstract

The present document presents a detailed overview of S3E's communication, dissemination and exploitation strategy, vital elements of any successful Horizon Europe funded project, while defining the goals, priorities, and potential implementation mechanisms to achieve all desired outcomes. Furthermore, S3E's Dissemination, Communication and Exploitation Plan sets out the tools, materials, and channels to be exploited to effectively disseminate the project activities, open calls, achievements, and tangible results to targeted audiences, which have been identified in the previous Deliverable 5.1 Stakeholder Collaboration Framework.

Keywords

Deep tech, entrepreneurship, innovation ecosystem, south Europe, open call, innovation project, open innovation, research, startups.





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Disclaimer

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Project co-funded by the European Commission in the Horizon Europe Programme

Nature of the deliverable

R

Dissemination level

PU Public, fully open. e.g., website

✓

CL Classified information as referred to in Commission Decision 2001/844/EC

SEN Confidential to S3E project and Commission Services

* Deliverable types:

R: document, report (excluding periodic and final reports).

DEM: demonstrator, pilot, prototype, plan designs.

DEC: websites, patent filings, press and media actions, videos, etc.

OTHER: software, technical diagrams, etc.





Table of contents

1 Executive summary	7
2 Dissemination and Communication Plan	8
2.1 Objectives	8
2.2 Pillars of the Dissemination and Communication Strategy	9
2.2.1 S3E Open Calls	9
2.2.2 S3E Innovation Programs	9
2.2.3 S3E External Experts	12
2.2.4 Synergies and partnerships	12
2.3 Dissemination and Communication Plan	13
2.3.1 Key messages and Target groups	13
2.3.2 Communication channels	15
2.3.3 Promotional material	17
2.3.4 Dissemination channels	22
2.3.5 Communication and Dissemination Guidelines	23
2.4 Open Call(s) promotional strategy	39
2.4.1 Open call for proposals (START, CHARGE and REVERSE)	39
2.4.2 Open call for experts	41
2.5 Monitoring, KPIs and Impact Assessment	42
3 Exploitation Plan	45
3.1 Exploitation principles	46
3.2 Market analysis	46
3.3 Exploitation and Sustainability Plan	48
3.3.1 Key Exploitable Assets (KEAs)	49
3.3.2 Phases for an initial exploitation plan	50
3.3.3 Knowledge Management and Protection Strategy	51
4 Conclusions	51





List of figures

Figure 1: S3E website (screenshot taken 12/12/2022)	15
Figure 2: S3E Twitter profile (screenshot taken 12/12/2022)	16
Figure 3: S3E LinkedIn profile (screenshot taken 12/12/2022)	16
Figure 4: S3E Trifold brochure	18
Figure 5: Rollup banner	19
Figure 6: S3E One Pager	20
Figure 7: Videos already available in the S3E Youtube channel	21
Figure 8: Example of Post image for Twitter	21
Figure 9: Live bot set up in the S3E website	Erro! Marcador não definido.
Figure 10: Elements of the Communication and Dissemination guidelines	23
Figure 11: Example of type of form for data permission	36
Figure 12: Example of unsubscription link	37
Figure 13: Visual used for LinkedIn for the 'Save the Date' campaign	39
Figure 14: Official banner for the S3E Call for Experts	42
Figure 15: Dissemination & Communication Loop	43
Figure 16: S3E Monitoring Tool view	45
Figure 17: Deep Tech VC Investment in Europe (Source: "2021: the year of Deep Tech")	48

List of tables

Table 1: Key messages and target groups	14
Table 2: Personal channels for Open Call promotion	40
Table 3: Project channels for Open Call promotion	41
Table 4: External channels for Open Call promotion	41
Table 5: S3E Key Performance Indicators	44
Table 6: Key exploitable assets	50





Abbreviations

S3E	Southern European Entrepreneurship Engine (S3E)
DoA	Description of Action
WP	Work Package
CA	Consortium Agreement
SME	Small and Medium Enterprise
EU	European Union
SDG	Sustainable Development Goals
TTO	Tech Transfer Office
EIS	European Innovation Scoreboard
IP	Intellectual Property
IPR	Intellectual Property Rights
PR	Public Relations
R&D	Research and Development
R&I	Research and Innovation
EISME A	European Innovation Council and SMEs Executive Agency
VC	Venture Capital
EDIH	European Digital Innovation Hub
EIE	European Innovation Ecosystems
EEN	Enterprise Europe Network
EIC	European Innovation Council
NCP	National Contact Point
KEA	Key Exploitable Asset
KER	Key Exploitable Result
IDI	International Development Ireland (project partner)
IoT	Internet of Things
KPI	Key performance indicator
NPS	Net promoter score





1 Executive summary

The **S3E project** ambition is to develop an engine of growth that will contribute to **improve the connectedness and efficiency of the entrepreneurship ecosystems in Southern European countries**. The project focuses on the **acceleration of deep tech projects**, start-ups, and SMEs that, by providing solutions towards a more sustainable society and economy, can impact social development and economic growth in these countries and contribute to the timely achievement of the United Nations Sustainable Development Goals (SDGs)¹, in line with the EU Green Deal, the EU Digital Agenda and the Recovery Plan for Europe.

Deliverable 5.2 serves to **design and build the overall project dissemination, communication and exploitation strategies** starting from an extensive stakeholder engagement framework (D5.1), which set up the basis for community building and impact generation.

Research innovation is a driving force for economic growth, the creation of new job opportunities, and the enhancement of the standard of living. It is, therefore, important to ensure that the knowledge generated within the selected research and innovation projects through our open calls is properly diffused and delivered to society, to which S3E is committed. Furthermore, dissemination activities, such as **participation in events, webinars, training, pitch days, or publication of informative articles on websites**, enable participants to get feedback on the economic and scientific potential of their deep tech solutions delivered and thus can guide the market-oriented exploitation pathways.

The **Dissemination, Communication & Exploitation plan (D5.2)** outlines the overall project dissemination, communication, and exploitation strategies, **providing specific action plans to reach a critical mass interest and participating in S3E Open Calls and Innovation Programs**, which corresponds to the stakeholders mapped. The plan is the result of a coordinated effort among partners, considering stakeholders' categories and needs as well as partners' communication channels and tools. In this sense, it is a supporting tool for each partner in maximizing the impact of their own dissemination actions while providing means to ensure high visibility of activities and outcomes of the project. This plan proposes a list of **suitable communication and dissemination tools and activities for engaging the target groups in S3E**. To this end, a multi-step and multi-channel dissemination strategy is proposed to maximize the impact of the dissemination activities, adjusting the materials and tools to the specific needs, interests and potential for involvement of the target audience.

The S3E team considers this plan as a living document, reflecting an open, ongoing dialogue with potential users and related networks during the project to be inclusive and ensure the best possible results.

¹ <https://sdgs.un.org/goals>



2 Dissemination and Communication Plan

Dissemination and Communication in Research and Innovation Projects is a key and necessary element for achieving the desired impact of the project. According to the European Commission:

“Dissemination means sharing research results with potential users - peers in the research field, industry, other commercial players, and policymakers. By sharing your research results with the rest of the scientific community, you are contributing to the progress of science in general.”²

“Communication in Research and Innovation projects, is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures to communicate to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange”.³

The **S3E Dissemination, Communication & Exploitation plan (D5.2)** adopts a pragmatic, coordinated, and interconnected approach to successfully promote the project’s Open Calls and disseminate their outcomes using an extensive set of communication channels to target the wide and diverse network of Stakeholders involved.

By its very nature, **the Open Call process dictates a specific pattern to the communication and engagement techniques to be adopted**, matching the various objectives to be met at given stages, which necessitate distinct communication styles and techniques, as well as the right tools to ensure outreach and engagement of the appropriate Stakeholders.

In this section we are defining the engagement strategy devised for each of the target audience and the modus operandi and tools to be adopted. These include communication activities at key events to facilitate outreach to the target research communities.

2.1 Objectives

The specific objectives of the **plan for Dissemination, Communication & Exploitation** are the following:

²https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm

³https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm





1. Implement a **branding strategy to ensure the full recognition and acknowledgement of the S3E brand** within the European and potentially international innovation ecosystems.
2. Deliver a **strategic plan for Communication & Engagement to achieve the widest reach of the Open Calls** to an appropriate audience and attract the most skilled European Deep Tech innovators and experts.
3. Showcase the most relevant S3E's results, creating awareness of the impact of the acceleration programs and ensuring they **contribute to the shaping of future European Innovation policies and practices**.
4. Provide a refined yet exhaustive **outreach strategy** to be adopted to ensure continuing support of the project's uptake through the establishment of solid partnerships.

2.2 Pillars of the Dissemination and Communication Strategy

2.2.1 S3E Open Calls

The S3E program is built around **three tracks** of carefully designed services tailored to support researchers, research teams, start-ups, scaleups and SMEs in advancing their technologies, products, processes, or services towards the market. Participants in the programs will be selected through open calls. **S3E will deliver 2 Open Calls for proposals**. The first one has already been launched on the 7th of November 2022. The second one will be released at the end of 2023.

Through the **Open Call**, S3E will support the development of disruptive solutions built around unique, protected or hard-to-reproduce breakthroughs, and embodies products, processes or services capable of fulfilling currently unmet (or ill-met) market needs. This new engine will unlock the **untapped innovation potential of Southern European Deep Tech**, targeting scientific and technical excellence in the fields of **agricultural, life and physical sciences, engineering and technology**.

2.2.2 S3E Innovation Programs

S3E START

S3E Start is for **research teams with deep tech projects**, grounded in a scientific discovery or meaningful engineering innovation and in any stage of development, that want to explore the path from the lab to the market.

S3E Start is also for **technology transfer officers** that want to learn a thoroughly tested methodology to foster science-based entrepreneurship and technology commercialization.





S3E Start offers selected researchers and tech transfer offices an 18-weeks hands-on experience that involves:

- Online classes, mainly on the topics related to the process used to guide the participating teams in the development of a business case for a product, service, or process grounded on the proposed technology. Note: classes are held every week for one hour.
- Webinars, on diverse topics pertinent to the development of the relevant skills (e.g. intellectual property, financials, business development, venture funding.). Note: a total of six webinars (one hours long) will be held.
- Mentoring (industry experts) that will guide the teams on validation of the project and in the development of the business case. The mentors supporting the S3E Start edition are individuals who are somehow connected to the area of deep tech and entrepreneurship, and who are prepared to help teams solve problems that arise throughout the program. Note: meetings with mentors last 1,5 hours and are held every two weeks.
- Networking with industry leaders and showcase opportunities at the S3E Open day.

Outcomes:

- The teams will undergo a training program that will have as the visible outcome a business case for a product/service or process concept sustained by the technology proposed.
- The teams will pitch their project, at S3E Open day, to pre-seed stage investors and corporate ventures.

S3E CHARGE

S3E Charge is designed for **growth start-ups with deep tech products, services, or process concepts**, grounded in a scientific discovery or meaningful engineering innovation and at a growth development stage, that are already in the market.

S3E Charge is a 14-week tailor-made mentoring and networking program that aims to provide skills to growth start-ups to enable them to:

- link the product/service/process product with market needs,
- better communicate their offerings to potential clients and investors,
- become market ready to pitch, persuade and readapt the business offerings to different audiences, depending on market needs
- connect to 'Innovation Leaders' and 'Strong Innovators' Ecosystems
- better understand to protect IP
- prepare an investment ready business plan
- get access to funds and funding





S3E Charge will facilitate growth start-ups to be better aligned with Horizon Europe's goals, namely by better positioning them to apply for public or private funding and programs, assisting them in linking their business offerings to market needs and becoming market ready to pitch and attract investments whilst having validated and honed their business plan and value proposition.

The participating teams in S3E Start will be supported in the **development of:**

- a business plan for a product, service, or process and
- an investment-ready pitch presentation of the product (or service) concept that enables them to quickly communicate the business case.

S3E REVERSE

S3E Reserve is designed to help **scaling start-ups and more mature SMEs**, gain market traction through a pan-European brokerage program, that will connect them with corporates with certain challenges and problems, which they can work together to solve.

The program will start with **inviting larger companies, corporations, and public organisations (Challenge Organisations) to submit a challenge through our Open Call Mechanism**. The procedure is easy and straightforward and will not take more than a few minutes. Our experts and independent technology brokers (selected through an open Expression of Interest) will review the submitted challenges and select those with the highest degree of potential, impact and innovation and feasibility.

The challenges will be published to our website and an **Open Call for scaling mature startups will be announced to select the most innovative and promising SMEs** that will work closely with the big companies to address these challenges.

During the program, selected experts and technology brokers will facilitate the process and support both the Challenge Organisations to define their specifications and frame their requirements and the solvers. The SMEs and scaling start-ups that will design solutions to address these challenges.

The starting point of the Reverse Program are challenges and problems that Challenge Organisations face in complying with the **UN SDG** and creating a more sustainable business. Our Technology Brokers will formulate these challenges into specific problems, translating the requirements of the corporates into precise specifications with which the scale-ups can work.

In addition, the **selected SMEs, and Scale-ups (The Solvers) can benefit from our online training programme** designed specifically for them and the coaching and technology brokerage services they will receive.





2.2.3 S3E External Experts

In order to support the implementation of the S3E innovation programs (Start, Charge, and Reverse), S3E will count on the **support of external experts** that, based on their experience, will **complement the diverse activities envisioned by the project: evaluation of proposals, mentorship, business advice, matching, brokering, etc.**

The current Call for Experts is meant to set up the selection process to invite experts to support the S3E program on its first open call. As an expert, you can perform a variety of roles and tasks:

- **Evaluators** will be responsible for evaluating proposals submitted by research teams, technology transfer Officers, and growth start-ups in response to the call for proposals (S3E Start, S3E Charge).
- **Mentors for deep tech projects** will guide research teams on developing a business case for a product, service, or process grounded on a technology proposed to the S3E Start Program.
- **Mentors for deep tech growth start-ups** will help develop an investment-ready business plan in the frame of the S3E Charge Program.
- **Deep tech brokers** will match identified corporate challenges with the portfolio of solutions offered by scaling startups with solutions to solve the challenges in the frame of the S3E Reverse Program.

2.2.4 Synergies and partnerships

S3E aims to establish a **vast and influential S3E community** through strategic synergies with ongoing initiatives both at European and global level, in order to secure and tap into the wide range of competencies and skills needed to provide the required international breadth to the Project.

This will be pursued through the wide range of activities envisaged to develop S3E START, S3E CHARGE and S3E REVERSE, and it will aim at achieving the following outputs:

- Concrete involvement and ongoing coordination with **Regional and National Organisations** with the objective of:
 - Promoting the opportunities offered by the Open Calls among the relative Deep Tech Communities.
 - Disseminating the impact attained through the work carried out by the selected innovators and experts.
 - Identifying and highlighting emerging topics and/or challenges requiring further research, to be timely included in the Open Calls priority list.





- **Strengthened partnerships with main actors of the European Southern innovation ecosystem** through a series of direct communication campaigns, with the ambitious and dual goal of reinforcing the potential of Southern Europe and the promotion of the Open Call among these ecosystems to achieve a wide impact of the project.
- **Synergies with similar initiatives** including European (and national) funded R&I projects. S3E will foster collaboration with sister funded projects under the Expanding Acceleration Ecosystems (HORIZON-EIE-2021-SCALEUP-01-01) topic: A pan-European Networked Acceleration Program to expand acceleration ecosystems and foster the scalability potential of European business (AccelerAction); Accelerating Local Innovation Ecosystems in Europe (ACCELERO); Boosting pan-European Exchange between acceleration ecosystems for improving quality and Outreach of business acceleration services in Developing innovation ecosystems (BEYOND); Food-scalEU: expanding the European digital agri-food acceleration ecosystem (Food-scalEU).
- Concerted effort to develop continuous **synergies with European partnerships and advocate initiatives** such as EEN, EDIH, EIC Community.

2.3 Dissemination and Communication Plan

The present section introduces the S3E Dissemination and Communication Plan, establishing the **key messages, the target audience, the communication channels, the promotional material and the communication and dissemination guidelines for partners (visual identity and branding)**. It also highlights the activities to be conducted to guarantee the high visibility, accessibility of the project and its results during the implementation.

Given the dynamism of the project, the plan is considered a **living document** that will be regularly updated in concert with the S3E consortium over the remainder of the project, detailing specific roles and responsibilities and according to specific needs that might arise.

2.3.1 Key messages and Target groups

Previous Deliverable 5.1. Stakeholder Collaboration Framework already identified the most relevant target groups. Creating and nurturing an ecosystem of key players around an initiative is always a crucial factor in the outcomes and success of its value stream. In the following table we are linking those stakeholders with the key messages we will address to them.

In the table below we match the key messages, based on the communication pillars, with the target groups these messages are targeted to.





Table 1: Key messages and target groups

Target group	S3E Community	S3E START	S3E CHARGE	S3E REVERSE	S3E Pool of Experts	Promotion Support
Researchers from Southern European R&D organizations	✓	✓				✓
Business development support service providers	✓				✓	✓
Growth stage start-ups from Southern Europe	✓		✓			
Scaling start-ups and SMEs from Southern Europe	✓			✓		
Corporates and Large Organisations	✓			✓		
Public Organisations and Policy Makers	✓			✓		✓
National and European Funding Organisations	✓		✓			✓
Investors	✓		✓			✓
Advocate initiatives	✓					✓
European citizens and the society at large	✓					✓

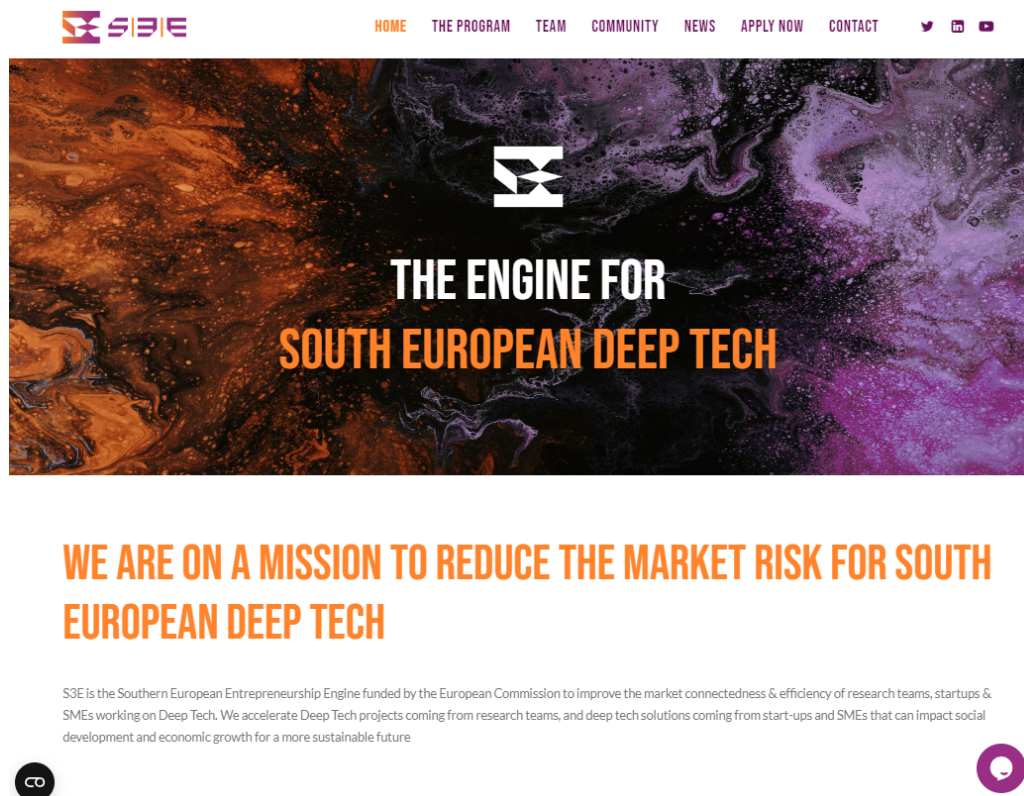


2.3.2 Communication channels

The project will make use of the following communication channels:

- **Website.** The main resource for generic promotion of the project activities and results to all target audiences. The site provides comprehensive information about the programme, its objectives, useful details on the open calls and S3E community and reference to other resources (e.g., F6S platform and social media). The web domain is: <https://south3e.eu/>

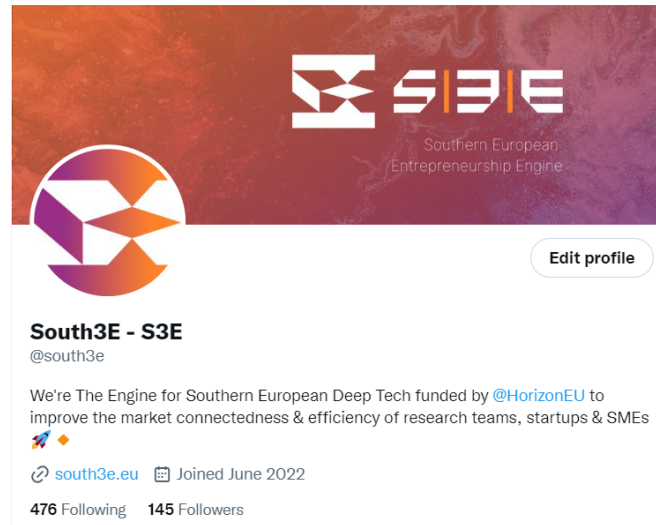
Figure 1: S3E website (screenshot taken 12/12/2022)



- **Social Media.** S3E will actively create and maintain its presence in a number of social media channels, with particular focus on Twitter and LinkedIn as they have proven to be the most effective tools when engaging with technology and startup communities. These online channels help to promote new publications and participation in different kinds of events, while interacting with our target audience.

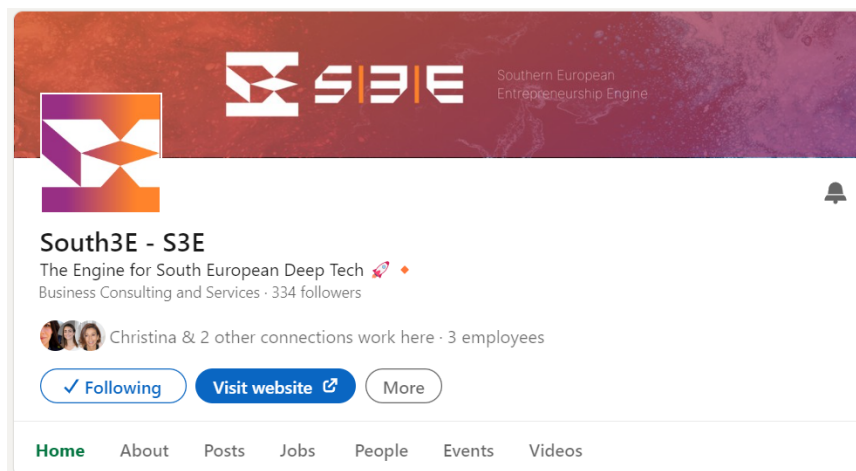
- **Twitter account:** <https://twitter.com/south3e>

Figure 2: S3E Twitter profile (screenshot taken 12/12/2022)



- **LinkedIn account:** <https://www.linkedin.com/company/south3e/>

Figure 3: S3E LinkedIn profile (screenshot taken 12/12/2022)



- **YouTube channel:** https://www.youtube.com/channel/UC-M-Zlq_WiXnFMABQzd0maA

- **Newsletters.** An S3E objective is to create a wide innovation community around deep tech in Southern European countries. For this reason, and to promote the different open calls, a dedicated newsletter will be an efficient way to communicate to the ecosystem the project will create, to constantly involve them in our project activities and opportunities to grow. The



project will also use already existing newsletters to promote the S3E actions, such as partners' newsletters, the EC newsletter, and other related projects.

In **Annex 1** we include one of the Newsletters sent to the S3E community.

- **Press Releases.** These publications will communicate to all stakeholders the essential milestones of the project, such as the project kick-off, open call publications and key achievements. The press releases are shared among the partners' networks of customers and members (via their websites and social channels).

The joint press release launched for the first Open Call launch can be found on [Zenodo](#).

- **General Spreading.** Leveraging online publication platforms to reach out to a broader audience including professionals in deep tech but also non-specialized audience with an interest in emerging technologies applied to the SDGs. All promotional material and press releases will be used for this action. Partners keep an internal list about all identified publication platforms where information, articles, and news about S3E could be published.

2.3.3 Promotional material

The project will design and implement:

- **Printed Material.** Reference promotional instrument when participating in events. The most common items include brochures, catalogs, posters and any other laid out paper-based resource. The project will prepare 2 sets (iterations) of each version to select the best one. Most of the PR material will be available as e-documents and printing will occur as required (e.g., for events, roadshows, etc.). The first set of materials will primarily look at explaining the objectives of the project in a consistent manner, showing the potential achievements and impact; the second set will be addressed at promoting the Open Calls and Innovation Programmes; and the third set will highlight the final results. If needed, these sets will be released with different contents, tailored to each stakeholder category the project aims to reach. S3E will also explore other innovative alternatives to the traditional informative material. Labeled gadgets and merchandise have turned out quite effective means of promoting initiatives among a less specialized audience, at the same time encouraging a more sustainable approach when considering long-lasting items.

The S3E Trifold Brochure is available [here](#).

The S3E Rollup is available [here](#).





Figure 4: S3E Trifold brochure

WE ARE ON A MISSION TO REDUCE THE MARKET RISK FOR SOUTH EUROPEAN DEEP TECH

S3E is the Southern European Entrepreneurship Engine funded by the European Commission to improve the market connectedness & efficiency of research teams, startups & SMEs working on Deep Tech.

HOW?

- Upskilling researchers to fast-track science to the market
- Supporting growth stage in business development
- Brokering access to investment
- Facilitating Open Innovation with Industry
- Contributing to Sustainable Development Goals

JOIN THE DEEP TECH REVOLUTION

SOUTH3E.EU

THE ENGINE FOR SOUTH EUROPEAN DEEP TECH

MEET THE PROGRAMS

S3E START

For research teams and tech transfer offices, S3E offers a hands-on training programme to hone their commercial skills and secure early funding for development.

S3E CHARGE

For growth start-ups, S3E provides mentoring and networking to develop an investment-ready business plan and facilitate access to non-dilutable and dilutable funding.

S3E REVERSE

For scaling start-ups and SMEs, S3E will set up an Open Innovation ecosystem to broker, connect and match corporates to scaling startups through a challenge-solution duality.

PARTICIPANTS IN THE PROGRAMS WILL BE SELECTED THROUGH OPEN CALLS

S3E WILL SUPPORT 150+ DEEP TECH VENTURES

Funded by the European Union

© S3E 2022-2025

18/52

Figure 5: Rollup banner



- **Multimedia Material.** The project will count on multimedia material to have a self-explanatory and appealing presentation of the project, leveraging other available distribution channels of promotion (e.g., YouTube). The team will prepare video material to boost the promotion of the project and the Open Calls. Moreover, we will organise a set of video interviews throughout the project to collect inputs, taking advantage of plenary meetings and events of relevance. The final results will be edited to mix such interviews with animations.
 - **Slide Deck & One Pager:** these are digital documents that are eye-catching to quickly draw attention and share the visitation and the specific objectives of the project. The first version will be created for the launch of the first open call to be used in personal selling and digital channels.

The S3E Slide Deck is available [here](#).

The S3E One Pager is available [here](#).

Figure 6: S3E One Pager



S3E

THE ENGINE FOR SOUTH EUROPEAN DEEP TECH

S3E IS THE ENGINE FOR SOUTH EUROPEAN DEEP TECH FUNDED BY THE EUROPEAN COMMISSION TO IMPROVE THE MARKET CONNECTEDNESS & EFFICIENCY OF RESEARCH TEAMS, STARTUPS & SMES WORKING ON DEEP TECH.

WHY SOUTHERN EUROPE?
S3E is focused on a group of countries (Southern Europe) that are lagging in terms of innovation-led social and economic growth and that, because of their geographic location, share some common socio-economic traits that may contribute to facilitate the deployment of this growth engine.

WHY DEEP TECH?
S3E is focused on deep tech for sustainable development which may lead to start-ups that can have more impact on growth than the business model innovation-based start-ups, that usually are catered for in this type of projects.

Through our three innovative programs with tailored services, S3E mission is to accelerate Deep Tech projects and solutions coming from research teams, start-ups and SMEs that can impact social development and economic growth for a more sustainable future, in alignment with the UN Sustainable Development Goals.

APPLY TO OUR OPEN CALL

JOIN THE MISSION

TO REDUCE THE MARKET RISK FOR RESEARCH TEAMS, STARTUPS & SMES WORKING ON DEEP TECH IN SOUTHERN EUROPE

SOUTH3E.EU

[YouTube](#) [LinkedIn](#) [Twitter](#)

MEET THE PROGRAMS

- S3E START** For researchers and tech transfer offices to take part on a unique Hands-on Training Program
- S3E CHARGE** For growth start-ups to develop a solid investment-ready Business Plan with the best Deep Tech Mentors
- S3E REVERSE** For challengers and solvers to brokerage and disrupt the deep tech market with new solutions for a more sustainable future

THE TEAM BEHIND


 Institute for Sustainable Development
  INTERNATIONAL DEVELOPMENT IRELAND
 

Funded by the European Union

- **Video Material:** we will use videos for more dynamic communication and dissemination of the project activities and results. We will use the [S3E Youtube channel](#) to allocate all the material prepared.

Figure 7: Videos already available in the S3E Youtube channel



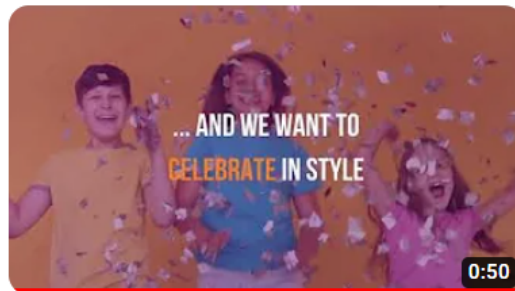
S3E Roadshow Interviews Part 1

52 visualizaciones • hace 2 semanas



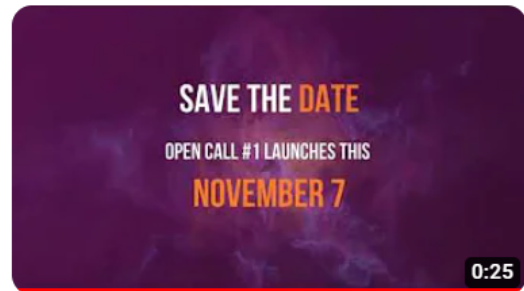
Apply to the South3E Open Call #1

72 visualizaciones • hace 3 semanas



S3E Greek Roadshow - Open Call #1

39 visualizaciones • hace 1 mes



S3E Open Call #1 - Save the Date

48 visualizaciones • hace 1 mes

- **Banner & Post images:** multimedia material used in all kinds of references and optimised for platforms accordingly.

Figure 8: Example of Post image for Twitter





2.3.4 Dissemination channels

The objective of the dissemination plan is to promote the S3E program outcomes throughout the project duration. This plan defines the actions and channels envisioned to build effective awareness about the results and to engage with the identified target audiences. The sections below detail a comprehensive series of measures that will be dynamically adapted to take into consideration the changes in stakeholder profiles and potential use of results during the project lifetime.

- **Project documentation.** These are the project deliverables, reports and other materials explaining technical outcomes, APIS, architectures, models, and recommendations. In line with the European Open Access Principles, all project documentation in the “public” category will be made available on the project website and public repository.
- **Guidelines.** The Open Call application kit is the essential guidelines addressed for the Open Call candidates. It is published online on the project website and shared in an open repository.
 - Open call document kit for S3E START ([Open Access Link](#))
 - Open call document kit for S3E CHARGE ([Open Access Link](#))
 - Open call document kit for S3E REVERSE ([Open Access Link](#))
 - Open call document kit for S3E Experts ([Open Access Link](#))
- **Open Access to Research.** In line with the recommendations and requirements from The European Commission, S3E adheres to the principle of Open Access to Research. It will facilitate an online repository to manage and publish material with different access permissions, which will include open access to peer-reviewed publications, shareable scientific research data, and other types of material generated by the project. The project will make use of Zenodo as a reference (<https://zenodo.org/communities/s3e-heurope/?page=1&size=20>), where it is possible to deposit both publications and data, while providing tools to link them. In addition, all peer-reviewed publications will be published on the Open Research Europe portal.
- **Helpdesk.** The S3E website includes a direct email contact address (info@south3e.eu) where all inquiries can be addressed. The project coordinator directs the messages to the concerned partners. In addition, a Helpdesk section (<https://south3e.tawk.help/>) on the website has been created for regular problem solving which includes FAQs and a live bot for quick communication with our target audience.

Figure 9: Live bot set up in the S3E website





- **Webinars / Workshops.** S3E will (co-) organize and participate in on-site/ online technical and business workshops during the project’s lifetime as a means of transferring knowledge to the community. Some webinars will be restricted to the project’s partners, while others will be public, targeting online events hosted by Start-Up Europe, European DIGITAL SME Alliance, EEN and others complemented with events organized by the associations or specific projects.

Already celebrated webinars are available in the [S3E Youtube channel](#).

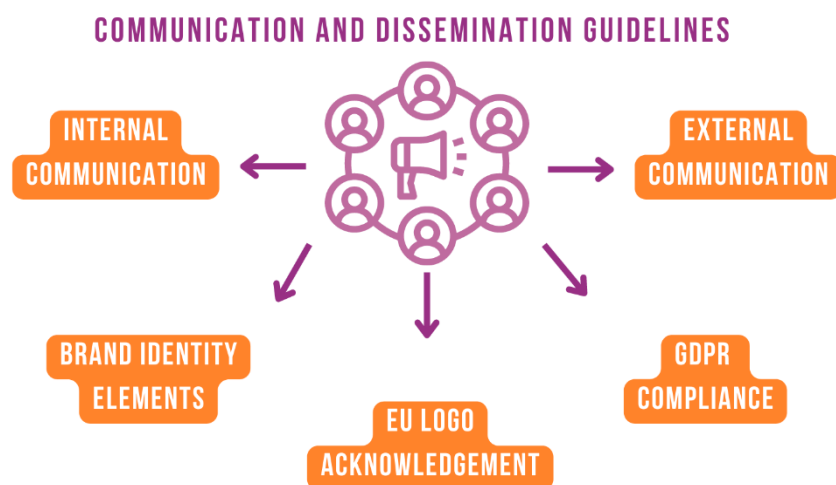
- **Events.** Participating in conferences and trade fairs is a strategic mechanism to interact actively with multiple stakeholders. The consortium will showcase results achieved by the project through presentations, talks, exhibition spaces and personal engagement. This action will identify events strongly such as, European SME Week, etc.

2.3.5 Communication and Dissemination Guidelines

Communication and dissemination efforts are essential to S3E success. Given their importance, all consortium partners must contribute to promoting its objectives, activities, and achievements. The Dissemination and Communication Leader has prepared the following **guidelines in order for the S3E consortium to have common rules when it comes to communicate or disseminate project activities and results**.

This document gives the key guidelines for both internal and external communication activities related to S3E Program. All beneficiaries of the Program should use the created tools for communication including dedicated communication channels & messages as well as the S3E branding.

Figure 10: Elements of the Communication and Dissemination guidelines





■ Internal Communication

The main channel for internal communication is the WP5 / S3E mailing list:

s3e@australo.org

All information related to dissemination & communication activities will be shared in this mailing list. At least one person per organisation should be registered and must attend the WP5 conference calls.

Direct contact: carmen@australo.org. Carmen will answer all questions/doubts related to dissemination and communication and she/he will redirect the partner's questions, doubts, suggestions etc. to the entire consortium / the concerned partners, if needed.

Other communication channels may include:

- Slack Group - this channel enables to set up an online community gathering all solutions and helping to exchange updates, experiences and outcomes.
- GDrive: This channel enables to have a repository of the documents for the project.
- Zoom: This channel enables the team to produce conversations and online meetings.

■ External Communication

A. Website

S3E website  : <https://south3e.eu/>

The project website, continuously updated to share S3E progress, activities and achievements:

- Gives a general overview of the Program.
- Promotes the open calls and their outcomes.
- Shares updates about S3E achievements, including news from solutions.
- Promotes the S3E Community (i.e. the funded teams & solutions) towards external stakeholders.

The S3E team highly recommends promoting the project website as often as possible (in any presentation, social media posts, newsletters, blog posts, etc.)



B. Social media

We kindly invite all partners to **follow S3E's social media accounts** — both via their organisation's profiles as well as the personal profiles of the team members involved in the project. Also, we encourage them to always **mention** them in their posts about the project and **engage** (click, share, comment, react) with our updates.

When promoting the S3E project and the S3E Open Call #1, it is of utmost importance to **tag @South3E** and to use tailored **hashtags** when referring to S3E activities (i.e., meetings, events, news).

These are the S3E social media channels and hashtags that must be used:



<https://www.linkedin.com/company/south3e/>



<https://twitter.com/south3e>



<https://www.youtube.com/@south3e618>

It is also important to always refer to the S3E website:



<https://south3e.eu/>

#Hashtags:

#SustainableS3EU
#EntrepreneurshipEngine
#South3E
#DeepTech
#S3Eopencall

Other hashtags that can be used:

#S3E #Innovation #Tech
#SMEs #TechTransfer #TTOs #Startup #Researcher
#SDGs #HorizonEU
#S3EDeepTech #S3Esustainable #OpenCall
#S3Ecommunity #S3Enews





Tone

We recommend our consortium partners to talk about the project in a clear, concise, informal, engaging, and positive way;

- use simple and approachable language,
- make creative and innovative content, and don't be afraid to use humor to be entertaining.

C. Partners and EU organisations' social media profiles

S3E consortium **partners** are:

- **HiSeedTech** - A not-for-profit association founded by private companies that came together with the purpose of enabling the creation of value from knowledge through technology entrepreneurship and open innovation.
- **EPLO Institute for Sustainable Development** – part of an international organization dedicated to mainstreaming the UN Sustainable Development Goals and the EU Green Deal, providing capacity building, policy work and educational programs.
- **IDI** (International Development Ireland) specialises in practical day-to-day implementation for Government agencies in economies which are growing and changing rapidly.
- **Australo** Interinnov Marketing Lab SI - is a marketing agency specializing in growth hacking for research and innovation.

These are the **social media profiles** to communicate with or mention in our posts about S3E so that they have a wider reach.

	TWITTER	LINKEDIN
Consortium Partners	@AustraloTeam	@Australo
	—	@HiSeedTech
	@eplo_news	@EPLO European Public Law Organization @Institute for Sustainable Development at EPLO
	—	@International Development Ireland
EU organisations	@EU_Commission	@European Commission
	@HorizonEU	—





	@EUScienceInnov	@EU Science, Research and Innovation
	@EU_HaDEA	@European Health and Digital Executive Agency (HaDEA)
	@REA_research	@European Research Executive Agency (REA)
	@DigitalEU	@EU Digital & Tech
	@EITeu	@EIT - European Institute of Innovation and Technology
	@EUeic	@European Innovation Council and SMEs Executive Agency (EISMEA)

D. Newsletters

In case a partner/company/organisation is going to release a newsletter including information about S3E please inform Carmen Serna (carmen@australo.org) and Amai Tran (amai@australo.org) to keep it for the communication report, **at least 2 weeks in advance** so that the information and materials they may need can be prepared and shared well in advance.

Please also share it with s3e@australo.org

E. PR Material

S3E PR material will be available in the project's Drive channel. Its press releases will also be posted on the [project website](#) and [Zenodo](#).

You can also use our Press Release or refer to these below materials in your dissemination plans when needed:

- A press release published by the S3E team announcing the open call can be found here: [S3E Press Release Open Call #1 \(Oct 2022\)](#)
- The European Innovation Council and SMEs Executive Agency (EISMEA) published a press release informing about the opening of the S3E Open Call #1. Check it out here: [Southern European Entrepreneurship Engine \(S3E \) project: first call open for research teams, start-ups and SMEs](#)
- A one pager presenting the project in a nutshell, its objectives, activities and partners can be found here: [S3E one pager](#)





- A **slide-deck** presenting the project in a nutshell, its objectives, activities and partners can be also used. Please, use the PDF version when presenting.
- The **visuals (flyers) in English for you to download** and promote the S3E Open Call #1:
 - **Visual for Twitter** in Zenodo, or [here](#) for a wider selection for our partners.
 - **Visual for LinkedIn** in Zenodo, or [here](#) for a wider selection for our partners.

The material produced, whether in electronic or hard copy format, must always include:

- S3E social media and website links.
- S3E and the EU flag logos.
- EU-funded claim: This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101072135.

F. Merchandising

For any merchandising material the partner organizations may need to print or produce, they should request a free quote from several suppliers (at least three) before placing their order.

In any case, they should contact s3e@australo.org beforehand to assist with designs and other related tasks.

We recommend informing the S3E team at least **one month** in advance.

G. Success Stories

During the program you will be requested to contribute to a success story, summarising your S3E experience at the different phases. You will be contacted by the Communication Manager sharing with you the main points to be addressed in your post. Moreover, all success stories will be shared with the audience on public communication channels of the project, which enables to showcase the **S3E impact**.

H. Media appearance & follow up

During your participation in the S3E Program, if your solution, team, or company achieves any media appearance (e.g., in social media, newspapers, newsletters, etc), please share this update with the S3E Communication Manager so that the S3E can leverage this achievement in related activities.



I. Participation in videos

During your S3E participation, your team can be asked to participate in a video with the goal to share publicly the S3E Program achievements. The participation will be confirmed in advantage with the image rights agreement. Produced video(s) shall be published on the S3E website and on the S3E YouTube channel. All participants can freely use it for their marketing activities.

J. Participation in events

A partner participating in an event with impact on S3E should inform the communication team (Carmen Serna and Amai Tran) **at least two weeks prior to the event**, if possible, via slack or by email (carmen@australo.org / amai@australo.org) in order to prepare a proper dissemination and communication campaign.

BEFORE THE EVENT

1. Inform the communication team.
2. Use S3E [Slide Deck](#) if you are representing the project. If you are just mentioning the project in your presentation, you can use your company template but you must indicate that you are part of the S3E and you must add the S3E logo and the [EU Flag logo](#) with the acknowledgement “ S3E has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement N° 101072135” or as in the footer of this document: “Funded by the European Union”.

DURING THE EVENT

1. Tweet and mention @south3e.
2. In case you do not have a Twitter account, you should send the text you want to be published on Twitter and some pictures to Carmen Serna and Amai Tran, via email or Slack.

AFTER THE EVENT

1. Prepare a blog post summarizing your participation in the event.
2. Send the blog post to Carmen Serna and Amai Tran who will take care of publishing it on the S3E website.

K. Open access repository

The S3E open access repository is available at [Zenodo](#).





Partners can also send the papers, articles, press releases and other public materials they create in the context of the project to s3e@australo.org so they can be published on Zenodo, an open access repository.

*The European Commission has launched Open Research Europe (ORE), an open access platform for research stemming from Horizon 2020, Horizon Europe and Euratom funding across all subject areas.

ORE upholds the principles of open science by publishing articles immediately, followed by transparent and open peer review, including supporting data and materials. Reviewers' names are public, as are their reviews, which are also citable. Article-level metrics continuously track the scientific and societal impact of publications. In short, ORE gives everyone, researchers and citizens alike, free access to the latest scientific discoveries.

Publishing in ORE is optional. The European Commission covers all costs upfront, so there is no author's fee or administrative burden. In addition, automatic compliance with Horizon 2020 and Horizon Europe open access requirements is guaranteed. Lastly, ORE is also a solution to publish articles even after the Horizon Europe grant has ended.

- **Project materials and brand identity elements**

The S3E project in a nutshell

The **S3E – Southern European Entrepreneurship Engine** project mission is to develop an **engine of growth** that will contribute to improving the connectedness and efficiency of the **entrepreneurship ecosystems in southern European countries.**

S3E is a joint initiative funded by the European Commission under the European Innovation Ecosystems SCALEUP call, part of the Horizon Europe Programme. The project will take 30 months and it will be managed by 4 partners from Portugal, Greece, Ireland and Spain. The team consists of experts from the research, innovation and acceleration ecosystem, together with policy and community building experts.

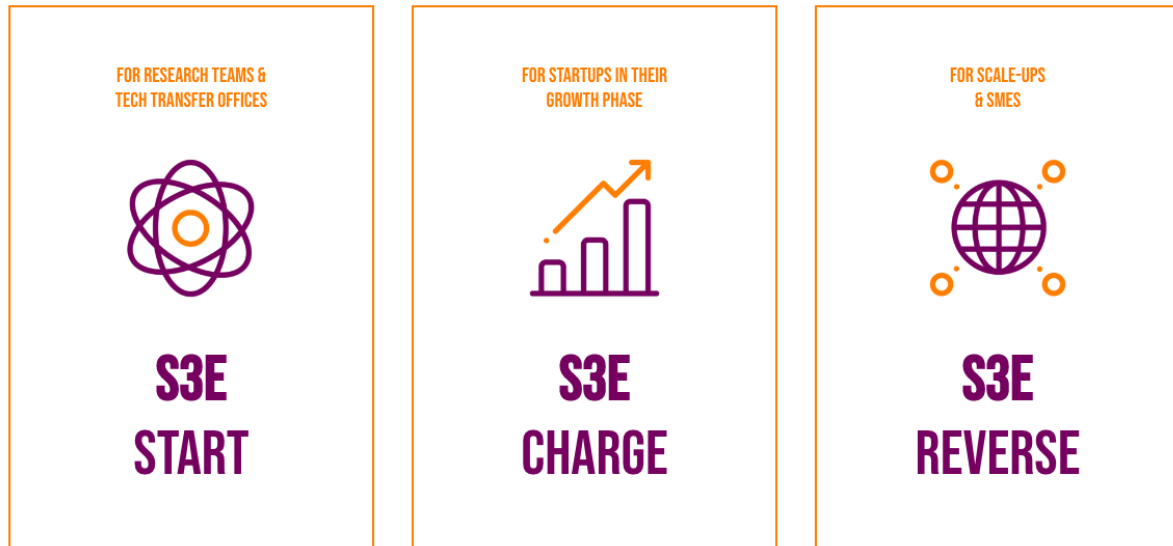
S3E will focus on accelerating **deep tech projects, start-ups, and SMEs** that, by providing solutions towards a more sustainable society and economy, can impact social development and economic growth in these countries and contribute to the timely achievement of the United Nations Sustainable Development Goals, in line with the EU Green Deal, the Recovery and Resilience Facility and the Next Generation EU fund.

S3E will provide skills to researchers and technology transfer actors in science-based entrepreneurship and technology commercialization, supporting growth stage start-ups in





business development and in procuring investment, and providing technology brokerage for corporates and scale-up stage start-ups and SMEs.



Branding

S3E brand elements include its name, logo, fonts and colors that partners must use in all communication and dissemination activities about the project.

Project name: S3E

Project secondary name for social media: South3E - S3E

The name of the project must be written in uppercase. The secondary name is written with the S and E in upper case and the rest in lower case.

Logo

It can be downloaded from our dedicated S3E Google Drive folder, named [“visual identity”](#). The following are four examples of S3E logo:





It is **unalterable**, so it is strictly forbidden to modify it in any way.

It must be **visible** in its entirety and placed on a background that does not compromise its integrity. In addition, it must always be surrounded by a free space or a protected area where no other element (text, image, drawing, figure, etc.) can infringe it.

When adding the logo to the partner's company's website or any other online platform, it should be **linked to the [project website](#)**. Ideally, it should appear before any user interaction options (click, scroll, comments section, etc.), and it does not need to appear on pop-up windows or redirected pages.

There are a few things to take into account when using its different versions.

- Whenever possible, the main logo should always be preferred.
- With a dark background, the alternate logo should be preferred.
- If the background on which it is to be placed has a medium color or the gradient of the brand (purple to orange), the white logo should be preferred.
- The black logo should only be used when color is not available (i.e. black & white printing, embossing on specific materials, laser etching, etc.).
- The PNGs with background versions are there just as a reference and their use should be avoided unless necessary.

Fonts

The font used in the project is **[Bebas Neue](#), [Lato](#)** (and in some cases **[Inter](#)**). It is IMPORTANT to download them in advance and install them before being able to use them.

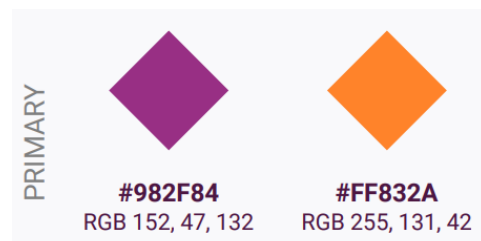
For project's deliverables, the main font will be **[Arial](#)**.

Colours

Primary:

#982F84

#FF832A

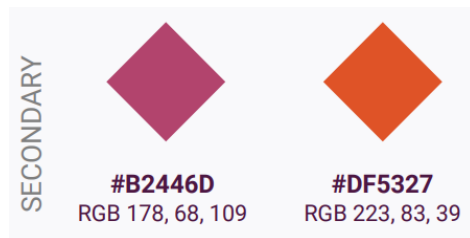




Secondary:

#B2446D

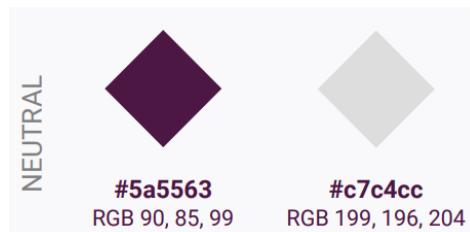
#DF5327



Neutrals

#5a5563

#c7c4cc



PPT and Word Templates

PPT and Word templates with all S3E brand elements included can be found in the project's Google Drive folder.

Partners can use these templates to promote S3E in meetings and events. Remember to export their PDF version when presenting.

Some examples of templates:

Message templates to reach the contacts of each partner:

- For [Researchers and Tech Transfer Offices](#) (S3E START)
- For [Growth Start-Ups](#) (S3E CHARGE)
- For [Corporates/Public entities and ScaleUps/SMEs](#) (S3E REVERSE)
- For [Promoters](#) (To look for promotion opportunities)





Imagery

To avoid copyright issues with the image's partners, use in their project communications, it is best to use Creative Commons licenses images or free for commercial use/no attribution required images that can be found in online image libraries.

Creative Commons licenses are a set of copyright licenses that offer the creator of a work a simple way to give the public permission to share and use their work under their own terms and conditions.

These licenses are composed of four features:

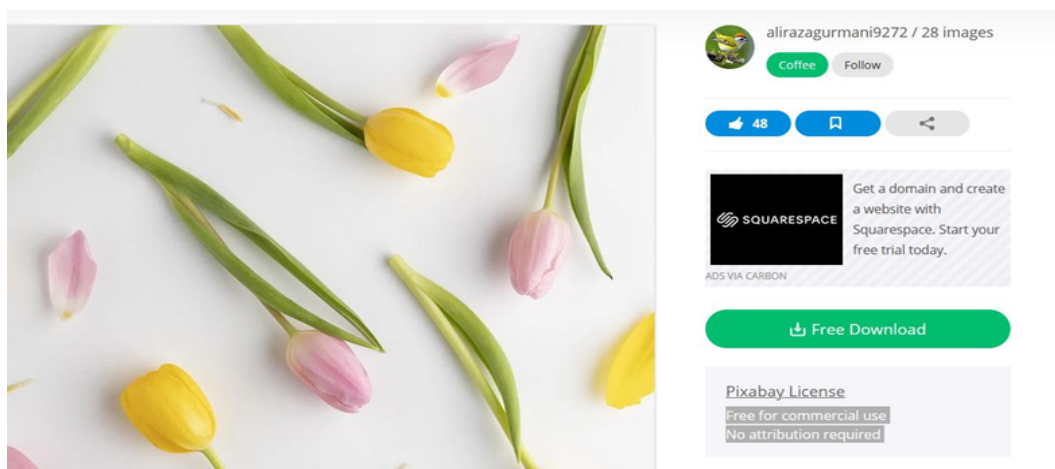
- Attribution (BY) requires referencing the original author.
- Share Alike (SA) allows derivative works to be made under the same or a similar license.
- Non-Commercial (NC) obliges that the work is not used for commercial purposes.
- No Derivative Works (ND) does not allow the work to be modified in any way.

Free images for commercial use that you can use without risking legal problems are:

- Images whose author has given you written permission.
- Images that have a Creative Commons 0 or CC0 License. The CC0 License indicates that they are public domain images and you can use them freely for commercial use, modifying them and without the need to refer to their author.

When using image libraries, partners must make sure that their images indicate that they are free for commercial use or no attribution is required, like in this example:

Pixabay license: Free for commercial use / No attribution required, like here:





Partners can find suitable images for the communication of the project in online free image libraries, such as:

[Google images](#)

Google is a good place to start searching for images since results will include photos from Flickr and other stock photography sites.

In the advanced image search, enter keywords and specify the size, aspect ratio and other details about the image you need. At the end of the form, select the usage rights that apply. Once you've found an image you like, click through to the page to double-check its license.

- [The Stocks](#)
- [Unsplash](#)
- [Gratisography](#)
- [Death to the Stock Photo](#)
- [Reshot](#)
- [ISO Republic](#)
- [FOCA Stock](#)
- [Pixabay](#)
- [Canva](#)
- [ShotStash](#)
- [FreePhotos](#)
- [Picjumbo](#)
- [Pexels](#)
- [Barnimages](#)

■ **GDPR compliance**

GDPR compliance is crucial for many of the activities within the project (newsletters, webinars, bootcamps, interviews, etc.).

The EU GDPR (General Data Protection Regulation) applies to everybody who handles the personal data of European citizens. The legislation gives individuals rights over what organizations do with their data and includes strict fines for organizations that fail to comply.

Newsletters

Data permission: Data permission is about how we manage email opt-ins (people who subscribe to our newsletters). We cannot assume that they want to be contacted according to the GDPR. Leads, customers and partners need to explicitly confirm that they want to be contacted.





Therefore, a pre-ticked box that automatically opts them in won't cut it anymore — people have to deliberately confirm they want to be contacted.

Example of the type of form we can use:

Figure 11: Example of type of form for data permission

Email Address
bianca@australo.org

First Name
Blanca

Last Name
Arregui

Organisation
AUSTRALO

GDPR Consent
By checking the tick box below, you consent to provide your personal data (full name, email and organization) in order to receive the H2020 BIMprove project newsletters and you agree to our Privacy Policy, as presented on our website <https://www.bimprove-h2020.eu/>.

I consent

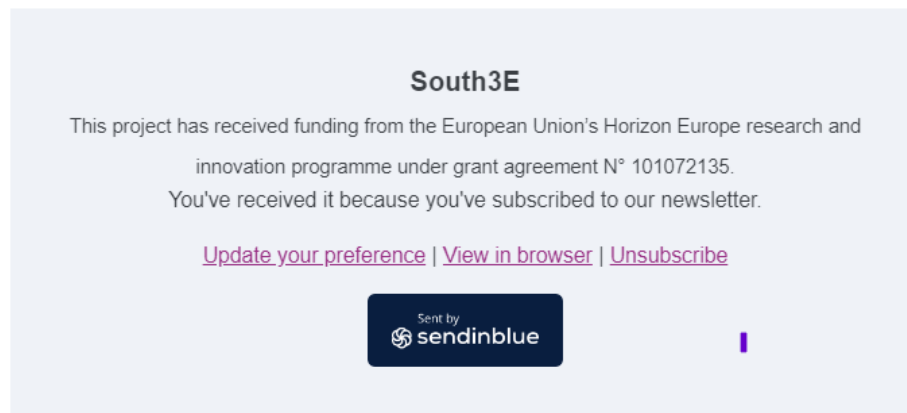
You can unsubscribe at any time by clicking the link in the footer of our emails. For information about our privacy practices, please visit our website.

Data Access

S3E newsletter subscribers must be able to access their data. Also, the right to be forgotten allows them to have obsolete or inaccurate personal data deleted.

The S3E project will include an unsubscribe link in its newsletters and mailings and linking it to where users can manage their email preferences.

Figure 12: Example of unsubscription link



Data focus

Data focus is very important, and not asking for the “nice to have”. All partners will try to avoid collecting any unnecessary data and stick with the basics.

GDPR compliant online events

Key GDPR-related aspects to consider when creating an event registration form:

- **Don't collect more information than you need to.** For example, information about the gender of participants is sensitive and does not always need to be collected. One option could be to make it optional to respond to these types of fields.
- When indicating how participants can exercise their rights, **include an email address that is in use and monitored regularly.**
- **Be transparent** about why you are collecting data and with whom you are going to share it.

Public consultations

Public consultations often collect personal data to use in a consultation. Therefore, the collection and further processing of such data will fall within the scope of the GDPR.

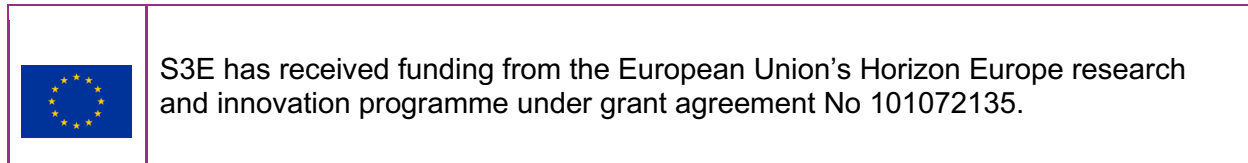
Even if the data is simply collected and stored, with no active steps taken to "use" it, the conditions set by the GDPR will still apply. For example, you must ensure adequate data security or that no more data is retained than necessary.

- **EU logo acknowledgement and disclaimer**
EU logo and acknowledgement



As recipients of EU funding, S3E has to use the **European flag** and **emblem** in its communication to acknowledge the support received under EU programs.

Partners can adapt this acknowledgement text depending on what they need to deliver or submit.



EU disclaimer

It is also necessary to include a disclaimer in any document that has to be delivered within the scope of the project — a statement that denies liability and is intended to prevent civil liability arising from certain acts or omissions.

The content of this document does not represent the opinion of the European Union, and the European Union is not responsible for any use that might be made of such content.

Text can appear on the right, left, bottom or top, depending on needs, and in various fonts. For more information, follow the **guidelines** on the use of the EU emblem in the context of EU funding and apply the indicated **graphic rules**.



Disclaimer

The information, documentation and figures available in this deliverable are provided by the S3E project’s consortium under EC grant agreement 101072135 and do not necessarily reflect the views of the European Commission. The European Commission is not liable for any use that may be made of the information contained herein.

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2.4 Open Call(s) promotional strategy

2.4.1 Open call for proposals (START, CHARGE and REVERSE)

The main communication objective within this project is to promote the S3E open calls, increasing the number and quality of participants, increasing the scope of the project development and its outcomes, as well as achieving the final project objective: reducing the market risk for southern European deep tech ventures.

To ensure the best visibility of the project and to increase its impact and outreach, the partners have designed a specific **Open Call promotional strategy** in order to:

- Create a visible and distinguishable visual identity of the project to make it easily recognisable in a way that all the communicative actions undertaken during the project are traceable.
- Deploy media planning to ensure that all the milestones of the project have an accurate broadcasting and reach the targeted audience having the expected impact.
- Make an intense follow-up of the communication plan deployment, ensuring it's correct functioning and making the necessary corrections when it is needed.
- Lay out the communication activities among all the partners to ensure a correct deployment of the strategy.
- Coordinate with external stakeholders, such as related projects, institutions and media to ensure a high outreach of the communication activities.

The Open Call promotional strategy has **3 phases of development**:

PHASE 1 – CALL PRE-LAUNCH

This phase includes all preparatory actions for the opening of the call, meant to anticipate the information about the new opportunity to the target audience. During this phase, the consortium will make sure to have all the Open Call material ready and accessible in the website and run the 'Save the Date' campaign.

Figure 13: Visual used for LinkedIn for the 'Save the Date' campaign





PHASE 2 – CALL OPENING

During this phase the communication, dissemination, and engagement activities will be focused on spurring specialists to participate in the Open Call. The consortium will define a specific Action Plan to carry out for this phase with a detailed calendar of communication and dissemination actions, including:

- Preparation of multimedia material.
- Organisation and celebration of webinars.
- Roadmap for the emailing campaign.
- Social media activity.
- Management of the Helpdesk.

The Dissemination and Communication Leader will prepare a Communication Kit for partners to promote the project and open calls in a homogeneous way (in **Annex 2** we include the Call Communication Kit for project partners). Moreover, we will prepare a Press Kit for promoting entities to facilitate the promotion of the open call from third parties (in **Annex 3** we include the Press Kit for promoting entities).

PHASE 3 – CALL CLOSURE

During this phase it is of utmost importance to showcase the results of the evaluation process and to promote the selected ideas and teams.

A series of **measures and communication tools** will be implemented in order to allow the project to reach the right audiences in a communication friendly and synchronous way.

Table 2: Personal channels for Open Call promotion

PERSONAL CHANNELS		
Measure	Description	Benefit
Email Campaigns	Implementing targeted email campaigns to stakeholders for raising awareness about the projects and the Open Call.	Broadcasting messages to a target pool of contact points via email is a highly effective measure of engagement, especially when promoting services and outcomes among different ecosystems.
One-to-one Meetings	Follow up activity with targeted audience to inform about the Open Call and maintain a constant communication flow.	Although this is not a scalable mechanism, one-to-one phone calls and meetings are successful when targeting very specific key actors, often as a follow-up of an email campaign or an event. For the scope of the project, this is especially relevant to promote applications to the Open Call.





Table 3: Project channels for Open Call promotion

PROJECT CHANNELS		
Measure	Description	Benefit
Webinars	Virtual information sessions about the open call to explain the characteristics of each track, the services we offer and the application procedure to potential applicants.	Informing potential applicants about the opportunity the S3E open call brings and solving doubts regarding the application process or the innovation programs directly to them.
Roadshows	Physical conferences and meetings organised by the project in collaboration with other agents of one Southern European innovation ecosystem to promote the project and the open call.	Giving visibility of the project and the open call to a larger audience in a Southern European innovation ecosystem and connecting with promotional entities and potential applicants.

Table 4: External channels for Open Call promotion

EXTERNAL CHANNELS		
Measure	Description	Benefit
Promotional platforms	Publishing the open call in external promotional platforms such as F6S, FundingBox, Sploro, EUcalls, etc.	Increase project visibility and attract participants to the open call as well as community growth.
Third parties' communication actions	External references to the project and the open call in the form of website articles or social media posts coming from third parties such as regional or national development agencies or European networks.	Increase project visibility and attract participants to the open call as well as community growth.

2.4.2 Open call for experts

In order to support the implementation of the S3E innovation programs (Start, Charge, and Reverse), S3E will count on the support of external experts that, based on their experience, will **complement the diverse activities envisioned by the project**: evaluation of proposals, mentorship, business advice, matching, brokering, etc.



The Call for Experts is meant to set up the selection process to invite experts to support the S3E program on its Open Call(s). The experts are expected to have specific roles and tasks:

- **Evaluators** will be responsible for evaluating proposals submitted by research teams, technology transfer Officers, and growth start-ups in response to the call for proposals (S3E Start, S3E Charge).
- **Mentors for deep tech projects** will guide research teams on developing a business case for a product, service, or process grounded on a technology proposed to the S3E Start Program.
- **Mentors for deep tech growth start-ups** will help develop an investment-ready business plan in the frame of the S3E Charge Program.
- **Deep tech brokers** will match identified corporate challenges with the portfolio of solutions offered by scaling startups with solutions to solve the challenges in the frame of the S3E Reverse Program.

For the promotion of the Call for Experts we will use and take advantage of the same personal, project and external channels already mentioned in section 2.4.1.

Figure 14: Official banner for the S3E Call for Experts



2.5 Monitoring, KPIs and Impact Assessment

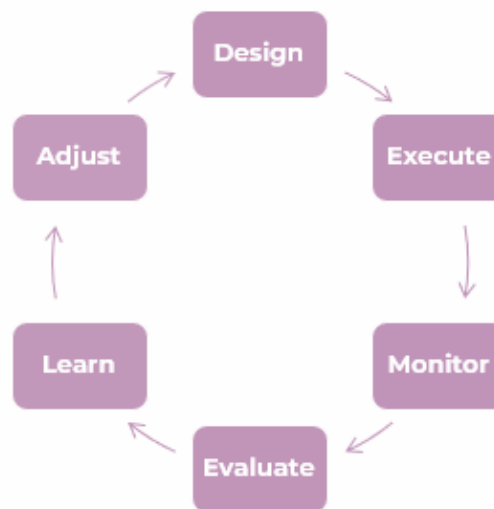
Monitoring and adjusting the Dissemination and Communication plan, on a frequent basis, is a fundamental element of the project's success. Continuous monitoring allows the consortium to correct any possible deviations and improve its effectiveness by applying correction and mitigation measures when needed.



It will also address possible implementation problems and identify whether further action is required to ensure that objectives are met. Emphasis is given on the pre-assessment of information needs, on the monitoring frequency and the method of collecting evidence.

The execution and effectiveness of the Dissemination and Communication Plan is dependent on a close monitoring, flexible and prompt response mechanism. Every designed and implemented activity will be monitored and evaluated according to its account and closely related to the KPIs (see 3.1.1 Monitoring Strategy).

Figure 15: Dissemination & Communication Loop



- **Design:** Design is activity based on the Dissemination & Communication Plan and the desired impact;
- **Execute:** Execute according to plan;
- **Monitor:** Closely monitor the activity and collect input and results. Monitoring will be based on a template that is available only to partners through the internal website;
- **Evaluate:** Evaluate the outcomes of the activity in a collaborative way according to the desired targets set in the design phase;
- **Learn:** Learn through this evaluation and try to extract the most valuable outcomes out of it;
- **Adjust:** Absorb findings and lessons learnt adjust the plan accordingly, if needed.

All outcomes and results of the Dissemination and Communication plan will be reported in **D5.3 Dissemination, Communication & Exploitation report** at Month 30.





The effectiveness of the dissemination strategy will be followed up throughout the project in a quantifiable manner. A preliminary list of specific **KPIs to monitor the impact progress** of communication and promotion activities has been identified at the proposal stage and is presented in the following table.

Table 5: S3E Key Performance Indicators

Measure	Indicators	Target
Peer-reviewed publications	No. publications/papers in journals/conferences	4
Technical publications	Non-scientific publications (articles, blog posts, news pieces...)	24
Advocacy papers	Positioning papers	3
Policy brief	Policy brief	1
Events	No. events participated	2
Webinars/workshops	No. webinars organised	8
Project website	Average monthly visits	200
Project website	Unique website visits	6.000
Printed material	No. hard copies (e.g., flyers) distributed	100
Social media	Size of the online community (by the end of the project)	2.500
Social media	Social media engagements	12.000
Newsletters	No. newsletters contributed/released	6
Average Net Promoter Score	NPS	50

To plan and keep track of all the dissemination and communication KPIs and activities, AUSTRALO has designed a **monitoring tool** that all project partners can easily access and use.

The monitoring tool, in Excel format, **keeps track of every dissemination and communication action** (foreseen or done) in the frame of S3E measuring the KPIs achievement and partner's involvement.





3 Exploitation Plan

Strategic target of all the exploitation activities will pave the way towards a widespread adoption of S3E innovation programs, business support services and results during the project and beyond the end of the project. In the following sections we have specified our preliminary exploitation strategy and the required steps aimed at identifying sound business models, replicable to various markets. The proposed strategies and plans will be adopted and enhanced during the project via conducting exploitation workshops. At the end of the project, a full report of activities and the detailed business models will be presented. The main objective of the exploitation activities is to position the S3E project among the identified key stakeholders and maximise its impact during its life through the execution of different activities involving the offline and online world. This task is connected to WP4 and the promotion of Southern European ecosystems around deep tech.

3.1 Exploitation principles

S3E recognises **three main exploitation models** for the project results:

- **Commercial exploitation model**, which implies the paid provision of the project services and results to third parties, complying with a paid scheme that will be defined at a later stage. e.g., training program in phases adopted by a research organisation.
- **Research exploitation model**, which implies the use of the research know-how acquired in future research activities. e.g., integrating results in research and teaching activities, especially by academic partners and beneficiaries.
- **Technological exploitation model**, which implies the use of the technological know-how gained for the development of innovative products and the provision of advanced services built on top of them. e.g., integration of some results (for example open source IoT platform) into other services and products by R&D or industrial partners.

3.2 Market analysis

All Southern European countries are Moderate and Emerging Innovators, according to the European Innovation Scoreboard⁴ and to close the innovation gap, to the countries that are Strong Innovators, they need to improve on several dimensions, namely the **spill over to society of the knowledge produced by research activities**. Because deep tech start-ups are fostered by research that, in most cases, is developed within the scientific ecosystem (e.g., universities), the **acceleration of deep tech projects, start-ups and SMEs** facilitates this knowledge spill over and, thus, it is a significant contribution to change the socio-economic development paradigm in countries with less developed innovation ecosystems.

⁴ European Union (2021). European Innovation Scoreboard 2021. Luxembourg: Publications Office of the European Union, 2021. Available from: <https://ec.europa.eu/docsroom/documents/46013> (accessed on the 27th October 2021)



A recent study⁵, carried out under the umbrella of the European Startups project, supported by the European Commission and the European Parliament, clearly shows a **divide between Innovation Leaders and Strong Innovators and Moderate and Emerging Innovator** both in the **origin of the deep tech start-ups as well as in the funding of these start-ups**. It is precisely this divide that the S3E project and services aim to address, by providing services to improve the quality and the outreach of business acceleration services in the targeted developing innovation ecosystems and by uncovering high-potential deep tech projects, start-ups and SMEs and connecting them to the more advanced innovation ecosystems.

Over the past two decades innovation was, essentially, based on novel (and sometimes disruptive) business models anchored on digital platforms and web and mobile based apps and, thus, became synonymous with the, so called, tech industry. Investors, companies, and governments are now looking more attentively to deep technological innovations (deep tech) that will drive the next (sustainable) industrial revolution. Deep tech supports the development of **disruptive solutions built around unique, protected or hard-to-reproduce technological or scientific advances**, and embodies products, processes, or services that will fulfill unmet (or ill-met) market needs that can have a significant social and economic impact and contribute to the attainment of the United Nations **Sustainable Development Goals** (SDGs). Deep tech start-ups are fostered by research that, in most cases, is developed within the scientific ecosystem (e.g., universities).

European Startups⁶ is a project created by Dealroom and Sifted, supported by the European Commission and European Parliament, “aimed at facilitating informed conversation and collaboration among European tech ecosystem stakeholders to take Europe’s startup economy to the next level”. Its study “2021: the year of Deep Tech”⁷ clearly provides **evidence of the unbalance in Deep Tech VC investment** (see Figure below) **between the group of countries with advanced innovation ecosystems** (“Innovation Leaders” and “Strong Innovators”) **and the group of countries with developing innovation ecosystems** (“Moderate Innovators” and “Emerging Innovators”), the only exceptions being Spain and Italy (Moderate Innovators) and Poland (Emerging Innovator). An analysis of the Deep Tech clusters that contribute to these VC investments (right column of the Figure below) allows one to conclude that most of Europe’s top Deep Tech companies have their roots in Research and Development activities carried out in academia. Analyzing the European Innovation Scoreboard (EIS) indicators related to each national research system; one can conclude that this unbalance is partially justified by the lag in research intensity in the countries with developing innovation ecosystems. However, in these countries there are **pockets of outstanding research** that have potential commercialization

⁵ European Startups, dealroom.co & Sifted (2021). “2021: the year of Deep Tech”, available from <https://europeanstartups.co/reports/2021-the-year-of-deep-tech> (accessed on the 27th October 2021).

⁶ <https://europeanstartups.co> (accessed on the 27th October 2021)

⁷ European Startups, dealroom.co & Sifted (2021). “2021: the year of Deep Tech”, available from <https://europeanstartups.co/reports/2021-the-year-of-deep-tech> (accessed on the 27th October 2021)





value and what is missing is the support to uncover this potentially valuable bench research and help bring it to the market. Also, from the analysis of the EIS, one can see that investment in start-ups in developing innovation ecosystems is feeble and, thus, after uncovering the research and help the research teams develop a business case supported by the ensuing deep tech products (or services), it will be necessary to showcase the resulting start-ups to investors in countries with a more advanced VC investment panorama.

Figure 17: Deep Tech VC Investment in Europe (Source: “2021: the year of Deep Tech”)

	Deep Tech VC investment 2015–2020	Deep tech as % of VC invested (2015–2020)	Important Deep Tech clusters
UK	€12.6B	23%	Oxford-Culham-Harwell-Abingdon, Cambridge, Bristol, Dundee, Warwick, Southampton, Edinburgh, London*
Germany	€5.4B	21%	Berlin, TU Munich, Fraunhofer, KIT, RWTH Aachen University, Uni Mainz, Darmstadt University of Technology, Ulm, German Aerospace Center
France	€5.0B	23%	Paris, CEA (Atomic Energy Commission), Vision Institute, LNE-SYRTE, LP2N, Grenoble Institute of Technology, Inria, Sorbonne (incl. ISIR)
Sweden	€2.5B	24%	Lund, KTH Royal Institute of Technology, Luleå University of Technology, Uppsala, Karolinska Institute, Chalmers
Switzerland	€2.5B	33%	ETH Zurich, Swiss Federal Institute of Technology Lausanne, EPFL, IDSIA, UZH
Netherlands	€1.2B	19%	Eindhoven/Brainport-ASML-NXP-Philips, Delft, Wageningen, TNO, University of Amsterdam, Twente
Finland	€1.2B	37%	VTT, Aalto, Oulu, University of Helsinki
Belgium	€0.9B	32%	Ghent, Leuven-Imec, Hasselt, Antwerp, UCLouvain, Vrije Universiteit Brussel
Ireland	€0.8B	18%	Limerick, Dublin
Spain	€0.7B	15%	Starlab, Polytechnic University of Catalonia (incl. ICFO)
Denmark	€0.6B	25%	Odense, University of Copenhagen, SDU
Norway	€0.6B	38%	NTNU
Italy	€0.5B	19%	University of Milan, Politecnico Milano
Austria	€0.3B	29%	Tu Wien, University of Applied Sciences Technikum Wien
Poland	€0.2B	26%	Warsaw University of Technology, Wrocław University of Science and Technology, Polish Center for Technology Development
Estonia	€0.1B	16%	University of Tartu

3.3 Exploitation and Sustainability Plan

For S3E to successfully impact the relevant ecosystems, after the project comes to an end, its exploitation plan will target **four key dimensions**:

1. The rollout of the **START training model** through key partners in the science and technology ecosystem throughout Europe, in general, and Southern Europe, in particular. The train-the trainers' component of the START training program will be key to make the





model adoption viral, as well as the dissemination of the model and of the results of its application in the project.

2. The establishment and nurturing of synergies with other initiatives and EU programs (e.g., Startup Europe, EITs, Startup3) to guarantee that the projects and start-ups resulting from **the START and CHARGE programs** will soft-land to pursue their path towards the market and show case the results of these collaboration so that this model of generating deal flow between earlier and later stage business development service providers becomes the common norm throughout Europe.
3. The ample dissemination of **the REVERSE brokerage model** and its success cases so that it becomes widely adopted throughout Europe.
4. Making widely available the **results of the mapping of the targeted ecosystems** to make it easier for researchers, founders, investors, corporates and other stakeholders to know where to get support and / or to look for investment opportunities or deep technologies.

3.3.1 Key Exploitable Assets (KEAs)

Key Exploitable Assets (KEAs) are the project's exploitable results, including the knowledge generated and published, the framework of technical features and services released, as well as the strategic relationships created among critical stakeholders. The consortium has identified **several assets that will be of prime interest**, the most important of them are detailed briefly below. Of course, additional results may be revealed throughout the project's lifetime, independently assessed, and tested.

S3E will pave the path for an exploitation route that will be jointly explored by the four members of the S3E consortium. More specifically, we see the following three main exploitation and commercialization components:

- **Training Program in phases:** this is the result of the START program and mainly concerns early-stage start-ups which are the result of some research or, where applicable, innovation projects.
- **Mentoring and networking services:** this is the result of the CHARGE program and main recipients are start-ups in their growth phase.
- **Brokerage and advising** are the result of the REVERSE program and main beneficiaries are start-ups in their scaling phase and SMEs.





Table 6: Key exploitable assets

ASSET	DESCRIPTION	MAINTAINED & OPERATED BY
Training Program in phases	Adheres to the principle of equal treatment for all businesses / SMEs / startups and applies one price policy for all. This way we shall avoid any option for unfair competition, and equal access to training opportunities are ensured for all businesses / SMEs / startups to use the training program facility.	Jointly by the consortium, new parties may enter after signing an extended S3E Consortium Agreement (using the project CA as a basis)
Mentoring and Networking services	Main areas of business activity here are the provision of value-added networking services in several subjects such as green deal transition and digital transformation, while also helping startups make use of cascaded funding mechanisms and support in the management of open calls for financing of innovations.	Joint legal entity with principal initial shareholders. Coordinator: HiSeedTech and partner IDI
Brokerage and advising	These shall continue to be offered after the project completion on a paid basis. However, pricing shall mainly aim to cover the costs. For certain cases of e.g., high performance startups or social enterprises these may be offered for free to increase our visibility for the first and to provide a social service to the community for the second.	Jointly and / or independently by the members of the consortium.

3.3.2 Phases for an initial exploitation plan

Based on the identified KEAs and the identified target groups, a detailed exploitation plan and dissemination strategy will be tailored for each Key Exploitable Result (KER) followed by the required protection of the intellectual property rights. S3E will follow the next steps:

1. **Identification of KERs:** identifying the KERs during the project lifetime.
2. **Market analysis and unique selling points:** positioning the competitors, identification of the benefits with respect to cost reductions and increasing revenues.
3. **Target group:** defining the customer, establishment of trust with the customers and strategic planning for adoption.
4. **Exploitation models:** identifying the relevant exploitation model (commercial, research and technological) and the business plan accordingly.





5. **IP protection:** specifying the IPR plans.
6. **Business models:** identifying and evaluating the sustainability and viability of possible business models and alternative solutions.

3.3.3 Knowledge Management and Protection Strategy

S3E will consider three main elements of an effective system to protect and exploit Intellectual Property (IP).

- **Firstly**, a system that enables the protection of IP (e.g., patents, copyrights, brand, industrial design) that includes clarity about the ownership and use of IP rights (IPR), the rights and freedom of parties to transfer (assign) IP, and the freedom to publish.
- **Secondly**, a technology transfer framework, preferably with the support of specialized knowledge transfer offices with professional staff, such as the European IPR Helpdesk.
- **Thirdly**, a fair law enforcement system in each partner's country caters to dispute settlement and can award penalties and sanctions where appropriate.

Specific IPR issues are identified and addressed in the Consortium Agreement. The basic principle is that foreground knowledge, i.e., created within (or resulting from) the project, belongs to the project partner who generated it. If knowledge is developed jointly and separate parts cannot be distinguished, it will be jointly owned unless the contractor concerned agrees on a different solution. Regarding background, granting Access Rights will be royalty-free for the execution of work during the project unless otherwise has been agreed.

4 Conclusions

Communication, dissemination, and exploitation in Horizon Europe projects are structured to ensure that **projects have an impact beyond the mere innovation outcome**. To this end, S3E has developed this document which outlines the most important, and critical elements related to its communication, dissemination, and exploitation strategy, which have to be taken into account throughout the entire project's lifetime. The current document is expected to act as a **point of reference for current and foreseen communication, dissemination and exploitation activities** while all mentioned activities will be continuously **monitored, and updated throughout the project's lifetime**.

Regarding communication and dissemination, this deliverable has provided a pragmatic description about S3E's activities for communication and dissemination. As a living document, this can be easily adapted and updated over time to reflect new priorities identified, such as the Open Call campaigns and related topics, as well as webinars or roadshows timings and





stakeholder focus, necessary to maximise impacts. Moreover, the proposed Communication and Dissemination plan has been designed with an agile communication methodology in mind, which:

- Internally, will allow for a smooth coordination of tasks between different WPs.
- Externally, will enable an effective dissemination of results in a manner that generates engagement in target audiences.

In this sense, S3E's social media accounts and the official website will serve as main external engagement tools.

Regarding exploitation, S3E's consortium will continuously monitor and evaluate the project's outcomes, examine possible exploitation routes and identify the most prominent exploitation pathway for each individual asset. Various possible routes, such as individual and/or joint exploitation will be examined in order to define the optimum way to go forward and generate impact, beyond the closed borders of the project.

This document will thus serve as a preliminary roadmap for consortium members to carry out their specific communication, dissemination, and exploitation activities. Due to its release in the early stages of the project, the concretization of certain aspects of these strategies might be subject to changes throughout the length of the project. Therefore, this can be considered a **living document** and any and all changes will be adequately reflected in successive iterations of the upcoming deliverable D5.3 Dissemination, Communication & Exploitation Report.





Our videos are available here!

Our Roadshow in Greece

Find out **insights** from our participants!



Greek Roadshow: PART 1

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Greek Roadshow: PART 2

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15th December, 14:00 TR time.

Calling all TÜRKİYE Innovation Ecosystem!

✨ Misyonumuza katılın ✨

15 DEC - WEBINAR REGISTRATION

If you are from a **South European country**, you can now access to our tailored services, completely free of charge,

The **S3E Open call #1** will close on **10 February 2023, 17h CET**.

There are **only**

25 spots available for Research teams,

20 spots for Tech Transfer Offices,

30 spots for Growth Start Ups!

APPLY TO YOUR PROGRAM!

Which is your program?

- S3E **START** program: for **Researchers** or **Tech Transfer Offices!**
- S3E **CHARGE** program: for **Growth Start Ups!**

Apply as **GROWTH START UP**

Apply as **TECH TRANSFER OFFICE**

Apply as **RESEARCHER**



THE ENGINE FOR SOUTH EUROPEAN DEEP TECH

OPEN CALL #1 IS OUT

 **FOR RESEARCH TEAMS AND TECH TRANSFER OFFICES**

 **FOR GROWTH START-UPS**

 **FOR SCALE-UPS, SMES AND CORPORATES**

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S3E FIRST OPEN CALL IS HERE!
CHOOSE YOUR TRACK


S3E START


S3E CHARGE


S3E REVERSE

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South3E

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S3E – Southern European Entrepreneurship Engine

CALL COMMUNICATION KIT

OPEN CALL #1 PROMOTION

02/12/2022

Abstract

The S3E press kit is an information pack that we have prepared for our partners and collaborators to support the promotion of the S3E Open Call #1 and communicate the opportunity to potential beneficiaries about enrolling in tailored programs and services aiming at boosting the South European Deep Tech ecosystem.

Dissemination and communication efforts are essential for the success of the S3E program by promoting the project's objectives, activities and achievements.

These guidelines will support such contributions.

Disclaimer

The information, documentation and figures available in this deliverable are provided by the S3E project's consortium under EC grant agreement 101072135 and do not necessarily reflect the views of the European Commission. The European Commission is not liable for any use that may be made of the information contained herein.

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Table of Contents

1. The South3E project in a nutshell	2
2. Information of the Open Call #1 and Timeline	3
3. Scouting & Contacting Identified Stakeholders	5
4. Social media channels	6
5. Graphic material	10
6. EISMEA Press Release	11
7. S3E Press Release	11
8. Slide Deck	11
9. One pager (Flyer)	11
10. Newsletters	11
11. Events	13
12. Partners involved and social media profiles	13



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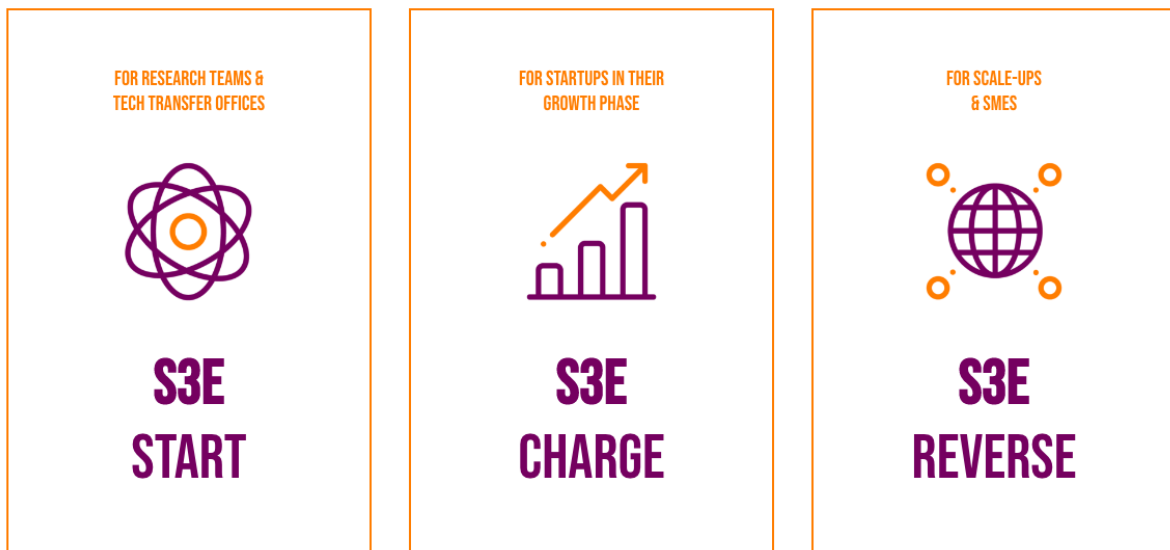
1. The South3E project in a nutshell

The **S3E – Southern European Entrepreneurship Engine** project mission is to develop an **engine of growth** that will contribute to improving the connectedness and efficiency of the **entrepreneurship ecosystems in southern European countries**.

South3E is a joint initiative funded by the European Commission under the European Innovation Ecosystems SCALEUP call, part of the Horizon Europe Programme. The project will take 30 months and it will be managed by 4 partners from Portugal, Greece, Ireland and Spain. The team consists of experts from the research, innovation and acceleration ecosystem, together with policy and community building experts.

S3E will focus on accelerating **deep tech projects, start-ups, and SMEs** that, by providing solutions towards a more sustainable society and economy, can impact social development and economic growth in these countries and contribute to the timely achievement of the United Nations Sustainable Development Goals, in line with the EU Green Deal, the Recovery and Resilience Facility and the Next Generation EU fund.

S3E will provide skills to researchers and technology transfer actors in science-based entrepreneurship and technology commercialization, supporting growth stage start-ups in business development and in procuring investment, and providing technology brokerage for corporates and scale-up stage start-ups and SMEs.



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2. Information of the Open Call #1

On 7th November 2022, the consortium of S3E – Southern European Entrepreneurship Engine **launched its first open call** as part of the development of an engine of growth that will improve the connections and efficiency of the entrepreneurship ecosystems in Southern European countries.

In the framework of this open call, the South3E project will develop disruptive solutions built around unique or hard-to-reproduce breakthroughs, and products, processes or services capable of fulfilling currently unmet (or ill-met) market needs. This new engine will **unlock the untapped innovation potential of Southern European deep tech**, targeting scientific and technical excellence in the fields of agriculture, natural sciences, health, engineering and technology.

The call is built around **three tracks** of bespoke services tailored to researchers and innovator's varying levels of maturity (i.e., early, growth, and scaling stages):

- **S3E Start:** For research teams and technology transfer offices, S3E offers a hands-on training program to hone their commercial skills and secure early funding for development.
- **S3E Charge:** For growth start-ups, S3E provides mentoring and networking to develop an investment-ready business plan and facilitate access to non-dilutable and dilutable funding
- **S3E Reverse:** For scaling start-ups and SMEs, S3E will set up an Open Innovation ecosystem to broker, connect and match corporates to scaling start-ups through a challenge-solution duality.

Applicants must submit a project envisaging an economic and social impact, targeting one or more of the following Sustainable Development Goals:

- **No Poverty (SDG 1):** End poverty in all its forms everywhere.
- **Zero Hunger (SDG 2):** End hunger, achieve food security and improved nutrition and promote sustainable agriculture.
- **Good Health and Well-Being (SDG 3):** Ensure healthy lives and promote well-being for all at all ages.
- **Quality Education (SDG 4):** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
- **Gender Equality (SDG 5):** Achieve gender equality and empower all women and girls.
- **Clean Water and Sanitation (SDG 6):** Ensure availability and sustainable management of water and sanitation for all.
- **Affordable and Clean Energy (SDG 7):** Ensure access to affordable, reliable, sustainable, and modern energy for all.



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- **Decent Work and Economic Growth (SDG 8):** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
- **Industry Innovation and Infrastructure (SDG 9):** Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.
- **Reduced Inequalities (SDG 10):** Reduce inequality within and among countries.
- **Sustainable Cities and Communities (SDG 11):** Make cities and human settlements inclusive, safe, resilient, and sustainable.
- **Responsible consumption and production (SDG 12):** Ensure sustainable consumption and production patterns.
- **Climate Action (SDG 13):** Take urgent action to combat climate change and its impacts.
- **Life below water (SDG 14):** Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.
- **Life on land (SDG 15):** Protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.
- **Peace, justice and strong Institutions (SDG 16):** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.
- **Partnership for the goals (SDG 17):** Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.

The deadline for applying to the S3E Open call is 10 February 2023, 17:00 CEST.

To obtain more information about the application form and detailed guidance for applicants, please visit the project website: <https://south3e.eu/apply-now/>

TIMELINE OVERVIEW

	START	CHARGE	REVERSE
Open Call starts	7th of November 2022 (12:00 CET)		
Roadshow rollout	07/11/2022 – 07/02/2023		
Open Call closes	10th of February 2023 (17:00 CET)		
Evaluation committee interviews	13/02/2023 – 24/02/2023		13/02/2023 – 7/03/2023
Results	7th of March 2023	24th of March 2023	Challengers:

announcement			7/03/2023 Solvers: 22/05/2023
Open call for Challenge Solvers			14th of March 2023 (12:00 CET)
Call for Challenge Solvers closed			15th of May 2023 (17:00 CET)
Program starting day	21st of March 2023	10th of April 2023	1st of June 2023
Program closing day / Open Day	20th of July 2023	21st of July 2023	

3. Scouting & Contacting Identified Stakeholders

Tech Communities & SMEs/ Startups, Innovation Ecosystems:

- OC1 Stakeholder [database](#): - please add your network contacts in this table.
- **Message templates to reach the contacts of each partner:**
 - For [Researchers and Tech Transfer Offices](#) (S3E START)
 - For [Growth Start-Ups](#) (S3E CHARGE)
 - For [Corporates/Public entities and ScaleUps/SMEs](#) (S3E REVERSE)
 - For [Promoters](#) (To look for promotion opportunities)

Please note that it is very important to add the **Flyer (One-Pager)** to the email. You can find it [here](#). You will find it in pdf. **(Remember the links only work on pdf).**

4. Social media channels

When promoting the S3E project and the S3E Open Call #1, it is of utmost importance to tag @South3E and to use tailored hashtags. These are the S3E social media channels and hashtags that must be used:



<https://www.linkedin.com/company/south3e/>



<https://twitter.com/south3e>

It is also important to always refer to the S3E website



<https://south3e.eu/>

#Hashtags:

[#SustainableS3EU](#)

[#EntrepreneurshipEngine](#)

[#South3E](#)

[#DeepTech](#)

[#S3Eopencall](#)

Other hashtags that can be used:

[#Innovation](#) [#Tech](#)

[#SMEs](#) [#TechTransfer](#) [#Startup](#) [#Researcher](#)

[#SDGs](#) [#HorizonEU](#) [#S3EDeepTech](#) [#S3Esustainable](#) [#S3E](#) [#OpenCall](#)


Copies for social channels:

Please note that each specific Social Media channel has a different URL. Those links are needed to track the campaigns on the website analytics, so please stick to them to post the messages below or new ones that each partner can create. Thank you so much!



<https://twitter.com/south3e>

GENERAL

 [#S3E](#) [#OpenCall](#) 1 to unlock the untapped innovation potential of the South European Deep Tech ecosystem.

 We are looking for [#Researchers](#) [#TTOs](#) [#startups](#) [#scaleups](#) & [#SMEs](#) from South EU countries

 <https://www.youtube.com/watch?v=yQAibF4M0t8&t=3s>


[#HorizonEU](#) [#SustainableS3EU](#)

[@EU_EISMEA](#) [@EEN_EU](#) [@EUeic](#)



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START

 S3E START | Are you a #Researcher or #TechTransferOfficer from Southern Europe with a #deeptech idea?


 Watch the video and get ready to #APPLY to our #OpenCall until 10 Feb

 <https://youtu.be/mSCU7YmiLzE>

#HorizonEU #SustainableS3EU

@EU_EISMEA @EEN_EU @EUeic

CHARGE

  S3E CHARGE | Are you a #Growth #Startup from Southern Europe with a #deeptech idea?



 Watch the video and get ready to #APPLY to our #OpenCall until 10 Feb

 <https://youtu.be/bYvQQ11xvcY>

#HorizonEU #SustainableS3EU

@EU_EISMEA @EEN_EU @EUeic

REVERSE

  S3E REVERSE | Are you a #Corporate or #Public Org. willing to find a solution and solve a #deeptech #challenge?

 Watch the video and get ready to #APPLY to our #OpenCall until 10 Feb

 https://youtu.be/02BDKt_MMoE


#HorizonEU #SustainableS3EU


@EU_EISMEA @EEN_EU @EUeic



<https://www.linkedin.com/company/south3e/>

GENERAL

 New opportunity: #S3E #OpenCall 1 to unlock the untapped innovation potential of the South European Deep Tech ecosystem.

 We are looking for #Research teams, #Tech transfer offices, #Growth #startups, #scaleups and #SMEs from South European countries (and associated ones) to support them in the development of disruptive #deeptech solutions capable of fulfilling market needs and meeting one or more #Sustainable #Development #Goals.



Funded by
the European Union

🚀 South3E - S3E – The Engine for South European Deep Tech is an exclusive acceleration program funded by the @European Commission to improve the connectedness and efficiency of the entrepreneurship ecosystems in South European countries and to contribute to a more sustainable future.

🌟 JOIN OUR MISSION 🌟

<https://www.youtube.com/watch?v=yQAibF4M0t8&t=3s>

#HorizonEU #SustainableS3EU

@EU_EISMEA

@HiSeedTech

@HiSeedTech Fellows

@EPLO European Public Law Organization

@Institute for Sustainable Development at EPLO

@International Development Ireland

@AUSTRALO

START

🌐 S3E START | Are you a #Researcher or #TechTransferOfficer from Southern Europe with a #deeptech idea ?

We are looking for research teams with deep tech projects, grounded in a scientific discovery or meaningful engineering innovation and in any stage of development, that want to explore the path from the lab to the market. We are also searching for technology transfer officers that want to learn a thoroughly tested methodology to foster science-based entrepreneurship and technology commercialization.

🚀 Are you one of them?

👁️ Watch the video below to discover:

- ◆ What is S3E START about?
- ◆ Who can apply?
- ◆ What are the benefits?

💪 And get ready to #APPLY to our #OpenCall 1 until 10 February 2023 📄✍️


<https://youtu.be/mSCU7YmiLzE>


#HorizonEU #SustainableS3EU

@EU_EISMEA

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@EPLO European Public Law Organization
@Institute for Sustainable Development at EPLO
@International Development Ireland
@AUSTRALO



CHARGE

 S3E CHARGE | Are you a #Growth #Startup from Southern Europe with a #deeptech idea ?

We are looking for startups in their growth phase to submit their deep tech project ideas solving an unmet (or ill met) need that impacts at least one Sustainable Development Goal. We will support them in developing a solid investment-ready #BusinessPlan to facilitate their access to non-dilutable and dilutable funding and connect them to #Innovation Leaders and Strong #Innovation #Ecosystems 


 Watch the video below to learn:

- ◆ What is S3E CHARGE about?
- ◆ Who can apply?
- ◆ What are the benefits?

 And get ready to #APPLY to our #OpenCall 1 until 10 February 2023 
<https://youtu.be/bYvQQ11xvcY>

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@HiSeedTech
@HiSeedTech Fellows
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@AUSTRALO

REVERSE

 S3E REVERSE | Are you a #Corporate or #Public #Organisation willing to find a solution and solve a #deeptech #challenge ?

Corporates and Public Organisations are invited to submit a deep tech challenge aiming at solving an unmet (or ill met) need that impacts at least one Sustainable Development Goal (as Challengers).

In a second stage, scale-ups and SMEs will be able to respond to the selected challenges with their innovative deep tech solutions (as Solvers).

Let the matchmaking begin 🚀!

👁️ Watch the video below to learn:

- ◆ What is S3E REVERSE about?
- ◆ Who can apply?
- ◆ What are the benefits?

💪 And get ready to #APPLY to our #OpenCall 1 until 10 February 2023 📝

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@International Development Ireland

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5. Graphic material

The **visuals in English for you to download** and promote the S3E Open Call #1:

- **Visual for Twitter** in Zenodo

or here for a wider selection:

https://drive.google.com/drive/folders/16VL_q3Tf5Q4T_O1GsOLgPAwzWJeE8X2V?usp=share_link

- **Visual for LinkedIn** in Zenodo

or here for a wider selection:

https://drive.google.com/drive/folders/1tT2xaU1rWzMCRRdAh4t1df1EXDBoqKoK?usp=share_link



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6. EISMEA Press Release

The European Innovation Council and SMEs Executive Agency (EISMEA) published a press release informing about the opening of the S3E Open Call #1. Check it out here:

[Southern European Entrepreneurship Engine \(South3E\) project: first call open for research teams, start-ups and SMEs](#)

7. S3E Press Release

A press release published by the S3E team announcing the open call can be found here:

[S3E Press Release Open Call #1 \(Oct 2022\)](#)

8. Slide Deck

A slide-deck presenting the project in a nutshell, its objectives, activities and partners can be found [here](#): Please, **use the pdf version when presenting**.

9. One pager (Flyer)

A one pager presenting the project in a nutshell, its objectives, activities and partners can be found here: **[S3E one pager](#)**

10. Newsletters

In case your company/organisation is going to release a newsletter including information about S3E please inform Carmen Serna and Amai Tran to keep it for the communication report.

11. Events

A partner participating in an event with impact on S3E should inform the communication team (Carmen Serna and Amai Tran) at least two weeks prior to the event, if possible, via slack or by email (carmen@australo.org / amai@australo.org) in order to prepare a proper dissemination and communication campaign.

1. BEFORE THE EVENT

1. Inform the communication team.
2. Use S3E [Slide Deck](#) if you are representing the project. If you are just mentioning the project in your presentation, you can use your company template but you must indicate that you are part of the S3E and you must add the S3E logo and the [EU Flag logo](#) with the acknowledgement “ S3E has received funding from the European Union’s Horizon Europe

research and innovation programme under grant agreement N° 101072135” or as in the footer of this document: “Funded by the European Union”.

2. DURING THE EVENT

1. Tweet and mention @south3e.
2. In case you do not have a Twitter account, you should send the text you want to be published on Twitter and some pictures to Carmen Serna and Amai Tran.

3. AFTER THE EVENT

1. Prepare a blog post summarizing your participation in the event.

Send the blog post to Carmen Serna and Amai Tran who will take care of publishing it on the S3E website.

12. Partners involved and social media profiles

S3E consortium partners are:

- **HiSeedTech** - A not-for-profit association founded by private companies that came together with the purpose of enabling the creation of value from knowledge through technology entrepreneurship and open innovation.
- **EPLO Institute for Sustainable Development** – part of an international organization dedicated to mainstreaming the UN Sustainable Development Goals and the EU Green Deal, providing capacity building, policy work and educational programs.
- **IDI** (International Development Ireland) specialises in practical day-to-day implementation for Government agencies in economies which are growing and changing rapidly
- **Australo** Interinnov Marketing Lab SI - is a marketing agency specializing in growth hacking for research and innovation.

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Consortium Partners	@AustraloTeam	@Australo
	—	@HiSeedTech
	@eplo_news	@EPLO European Public Law Organization @Institute for Sustainable Development at EPLO
	—	@International Development Ireland



EU organisations	@EU_Commission	@European Commission
	@HorizonEU	—
	@EUScienceInnov	@EU Science, Research and Innovation
	@EU_HaDEA	@European Health and Digital Executive Agency (HaDEA)
	@REA_research	@European Research Executive Agency (REA)
	@DigitalEU	@EU Digital & Tech
	@EITeu	@EIT - European Institute of Innovation and Technology
	@EUeic	@European Innovation Council and SMEs Executive Agency (EISMEA)



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Thank you!



S3E – Southern European Entrepreneurship Engine

**PRESS KIT
OPEN CALL #1 PROMOTION**



16/11/2022



Funded by
the European Union

Abstract

The S3E press kit is an information pack that we have prepared for organisations and media that want to support the promotion of the S3E Open Call #1 and communicate the opportunity to potential beneficiaries about enrolling in tailored programs and services aiming at boosting the South European Deep Tech ecosystem. This document is suitable for all types of organisations.

Disclaimer

The information, documentation and figures available in this deliverable are provided by the S3E project's consortium under EC grant agreement 101072135 and do not necessarily reflect the views of the European Commission. The European Commission is not liable for any use that may be made of the information contained herein.

Copyright notice

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Table of Contents

1. The South3E project in a nutshell	3
2. Information of the Open Call #1	4
3. Social media channels	5
4. Graphic material	6
5. EISMEA Press Release	6
6. S3E Press Release	6
7. One pager	6
8. Partners involved and social media profiles	6



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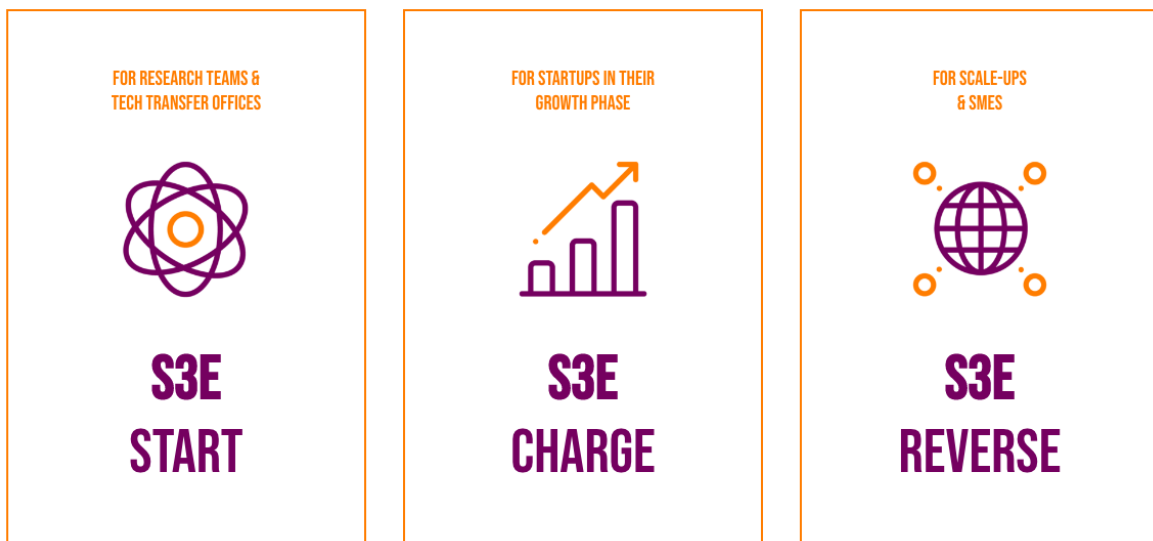
1. The South3E project in a nutshell

The **S3E – Southern European Entrepreneurship Engine** project mission is to develop an **engine of growth** that will contribute to improve the connectedness and efficiency of the **entrepreneurship ecosystems in southern European countries**.

South3E is a joint initiative funded by the European Commission under the European Innovation Ecosystems SCALEUP call, part of the Horizon Europe Programme. The project will take 30 months and it will be managed by 4 partners from Portugal, Greece, Ireland and Spain. The team consists of experts from the research, innovation and acceleration ecosystem, together with policy and community building experts.

S3E will focus on accelerating **deep tech projects, start-ups, and SMEs** that, by providing solutions towards a more sustainable society and economy, can impact social development and economic growth in these countries and contribute to the timely achievement of the United Nations Sustainable Development Goals, in line with the EU Green Deal, the Recovery and Resilience Facility and the Next Generation EU fund.

S3E will provide skills to researchers and technology transfer actors in science-based entrepreneurship and technology commercialization, supporting growth stage start-ups in business development and in procuring investment, and providing technology brokerage for corporates and scale-up stage start-ups and SMEs.



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2. Information of the Open Call #1

On 7th November 2022, the consortium of S3E – Southern European Entrepreneurship Engine has **launched its first open call** as part of the development of an engine of growth that will improve the connections and efficiency of the entrepreneurship ecosystems in Southern European countries.

In the framework of this open call, the South3E project will develop disruptive solutions built around unique or hard-to-reproduce breakthroughs, and products, processes or services capable of fulfilling currently unmet (or ill-met) market needs. This new engine will **unlock the untapped innovation potential of Southern European deep tech**, targeting scientific and technical excellence in the fields of agriculture, natural sciences, health, engineering and technology.

The call is built around **three tracks** of bespoke services tailored to researchers and innovator's varying levels of maturity (i.e., early, growth, and scaling stages):

- **S3E Start:** For research teams and technology transfer offices, S3E offers a hands-on training program to hone their commercial skills and secure early funding for development.
- **S3E Charge:** For growth start-ups, S3E provides mentoring and networking to develop an investment-ready business plan and facilitate access to non-dilutable and dilutable funding
- **S3E Reverse:** For scaling start-ups and SMEs, S3E will set up an Open Innovation ecosystem to broker, connect and match corporates to scaling start-ups through a challenge-solution duality.

Applicants must submit a project envisaging an economic and social impact, targeting one or more of the following Sustainable Development Goals:

- **No Poverty (SDG 1):** End poverty in all its forms everywhere.
- **Zero Hunger (SDG 2):** End hunger, achieve food security and improved nutrition and promote sustainable agriculture.
- **Good Health and Well-Being (SDG 3):** Ensure healthy lives and promote well-being for all at all ages.
- **Quality Education (SDG 4):** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
- **Gender Equality (SDG 5):** Achieve gender equality and empower all women and girls.
- **Clean Water and Sanitation (SDG 6):** Ensure availability and sustainable management of water and sanitation for all.
- **Affordable and Clean Energy (SDG 7):** Ensure access to affordable, reliable, sustainable, and modern energy for all.
- **Decent Work and Economic Growth (SDG 8):** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
- **Industry Innovation and Infrastructure (SDG 9):** Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.
- **Reduced Inequalities (SDG 10):** Reduce inequality within and among countries.
- **Sustainable Cities and Communities (SDG 11):** Make cities and human settlements inclusive, safe, resilient, and sustainable.



- **Responsible consumption and production (SDG 12):** Ensure sustainable consumption and production patterns.
- **Climate Action (SDG 13):** Take urgent action to combat climate change and its impacts.
- **Life below water (SDG 14):** Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.
- **Life on land (SDG 15):** Protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.
- **Peace, justice and strong Institutions (SDG 16):** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.
- **Partnership for the goals (SDG 17):** Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.

The deadline for applying to the S3E Open call is 10 February 2023, 17:00 CEST.

To obtain more information about the application form and detailed guidance for applicants, please visit the project website: <https://south3e.eu/apply-now/>

3. Social media channels

When promoting the S3E project and the S3E Open Call #1, it is of outmost importance to tag @South3E and use tailored hashtags. These are the S3E social media channels and hashtags that must be used:



<https://www.linkedin.com/company/south3e/>



<https://twitter.com/south3e>

It is also important to always refer to the S3E website



<https://south3e.eu/>

#Hashtags:

[#SustainableS3EU](#)

[#EntrepreneurshipEngine](#)

[#South3E](#)

[#DeepTech](#)

[#S3Eopencall](#)



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4. Graphic material

The S3E consortium has prepared the following **visuals in English for you to download** and promote the S3E Open Call #1:

S3E Graphic material (press kit)

- [Visual for Twitter](#)
- [Visual for LinkedIn](#)

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	@HorizonEU	—
	@EUScienceInnov	@EU Science, Research and Innovation
	@EU_HaDEA	@European Health and Digital Executive Agency (HaDEA)
	@REA_research	@European Research Executive Agency (REA)
	@DigitalEU	@EU Digital & Tech
	@EITeu	@EIT - European Institute of Innovation and Technology
	@EUeic	@European Innovation Council and SMEs Executive Agency (EISMEA)



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