

D6.4 Communication outreach Book 2



EmPowering Industrial eCosystems to boost clustEr facilitated
greeN and digiTal tRansition in Europe



Document details

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Contents

1. INTRODUCTION

2. OBJECTIVES

3. INTERNAL COMMUNICATION

4. EXTERNAL COMMUNICATION

5. DISSEMINATION STRATEGY

6. UPCOMING ACTIVITIES

ANNEXES



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1. Introduction

This document provides the updates of the overall strategy for the communication and dissemination plan of the EPICENTRE project contained in Deliverable D6.1 “Communication outreach Book 1”. Deliverable D6.4 “Communication outreach Book 2” is the document that explains all activities for the dissemination and communication of the EPICENTRE project carried out to date. It serves as the comprehensive and central listing for all communication activities and events over the course of the project. It will also outline the strategies and measures to be employed by the project consortium to achieve its objectives.

- Sets the dissemination **objectives** during the project’s lifespan
 - Identifies the **target audience** and how they are going to be addressed
 - Defines the key messages and tailored **messages** to specific target audiences.
 - Outline the strategy for engaging with the **media**.
- Define the project's branding guidelines, including logo usage, colors, and fonts, to maintain a consistent **visual identity** across all materials and to create a recognizable and unified project image.
 - Describe the type of **content** to be created and shared, such as articles, videos, infographics, etc.
 - Detail the approach to **digital communication**, including the management of social media accounts, website updates, and email newsletters.
 - List the various communication **channels** that will be utilized and the tools and channels to communicate effectively the goals, achievements, and impacts of the project to key stakeholders and the wider public.
 - Explain how the effectiveness of the communication plan will be **measured and evaluated**.
 - In addition, this document will describe **communication procedures to be followed by all partners**. because the successful communication contributes to the general success of the project as much as every other activity within the project lifecycle.

2. Objectives

The overall objective of the communication and dissemination activities is to ensure a systemic dissemination and promotion of the project's activities among all the stakeholders.

By setting clear objectives and implementing a well-structured communication plan, EPICENTRE projects can effectively communicate their goals, achievements, and impacts to key stakeholders and the wider public.

The specific objectives are therefore to:

- Explain and set up a **framework for communication** between clusters, large corporate players and innovative start-ups/ SMEs, create buzz, raise awareness, and visibility for EPICENTRE.
- **Attract and engage a wide community** of high impact innovators (start-ups/SMEs) from all European verticals and clusters who can offer technological solutions within the sectors targeted in EPICENTRE, giving them opportunities to move their technologies to market and score "gold mine" customers.

- Capitalize upon EPICENTRE's existing partner **networks** to build and nurture a diverse, collaborative ecosystem and attract a critical mass of market-makers in order to successfully exploit the highly market-oriented growth support program as well as establish a bi-directional communication path with Corporate pools and policy-making bodies across Europe.
- To **monitor the progress** of the project in achieving the desired output and impact in an open innovation system between clusters, start-ups/SMEs and corporates and establish lessons learned and best-practices that can contribute to the improvement of the project and future projects, as well as open innovation processes in general.

This document (D6.4) is an updated version of the Communication outreach Book 1 (D6.1)

2. Targets / Audiences

EPICENTRE dissemination is organized around several activities addressing different target audience.

PRIMARY TARGET GROUPS

- **CORPORATES:** Large corporate players are one of the main driving forces for boosting SMEs innovation arising from the EPICENTRE program. They are the key stakeholder group of the project, because they are the problem owners which need to digitalise - which should matchmake and collaborate with technology providers. Corporates will mainly operate in one of the following sectors: Digital, Fintech, Health, Food.
- **SMES AND STARTUPS:** ICT/Digital providers. They are the SMEs/start-ups with solutions for the Digital, Fintech, Health and Food industry. They are responsible for carrying out the project proposals for the corporates.
- **CLUSTERS:** European clusters that receive updated information about the project's status, as well as invitations to events such as webinars or workshops aimed at improving their processes.

SECONDARY TARGET GROUPS

- Tech and innovation clusters, associations and support organizations
- Health and Food Industry clusters, associations, cooperatives and support organizations
- Specialized Media
- General public



3.1. Internal Communication (Consortium)

The **Project Coordinator** takes a proactive role in ensuring effective communications on this project. Thus, the communications matrix is being used as the guide for what information to communicate, who is to do the communicating, when to communicate it and to whom to communicate.

The communication among the **partners** is vertical. Internal communication between the consortium members is characterized by a robust and collaborative approach, fostering seamless information exchange and effective teamwork.

One of the biggest factors to ensure a good communication throughout the project is that the whole team is aware of the tools available to communicate and know which one to use depending on the topic. That is why **regular communication channels, such as virtual meetings, video conferences, and email updates**, ensure that all stakeholders stay informed about the project's progress, challenges, and milestones.



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Channels and Tools

INFORMAL



WhatsApp is used for daily communication, heads up if something unexpected happens with the entire team.



Phone Calls, sometimes is better to give a call and solve something more quickly than an email or WhatsApp message, in case something regarding design or decision making is done, the person doing the call should afterwards send an email confirming what was agreed on the call and inform the persons that can be affected.



One to One Meetings, informal channel, that are not added to schedule as it is very unpredictable. They can be done in any platform, such as MS Teams, Google Meets or Zoom.



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Channels and Tools

FORMAL AND DOCUMENT COLLABORATION

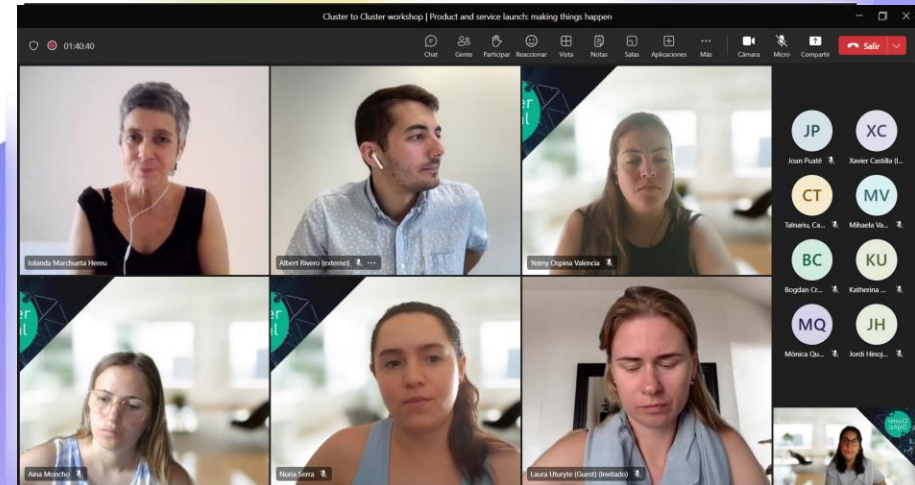
Mail. Information is sent among the partners.

Formal meetings (onsite and online using the tools mentioned).

Contracts are used to identify agreement obligations between both parties and specifications on requirements on materials, services and payments.

Follow up reports are being done to have more detail of every important aspect of the project.

Google Drive. All the information regarding suppliers, formal documentation, deliverables, templates, is being included.



Internal Communication Matrix

The communication matrix presents the types of communications that are being held during the duration of the project, the objectives of each one, the medium of communication, the frequency, the audience that must participate, assigns the owner of the responsibility to organize it and the deliverables presented and to be presented.

Type	Objective of communication	Medium	Frequency	Audience	Outcome
KOM	Kick off meeting.	Virtual Meetings held in Microsoft Meetings, or face-to-face meetings.	At the beginning of the project	All partners	Minutes of Meeting: To be provided by the project coordinator.
General Assemblies	To set up and execute the strategic and/or organizational aspects of the project in relation to its implementation of the project	Virtual Meetings held in Microsoft Meetings, or face-to-face meetings.	Every 9 month: First Wednesday of the month, coinciding with the Project Executive Board meeting, from 10am to 13pm. The 1st General Assembly meeting will be organised on May 3 rd , 2023.	All partners	Minutes of Meeting: To be provided by the project coordinator.
Project Executive Board	Follow-up on project activities and deliverables.	Virtual Meetings held in Microsoft Meetings, or face-to-face meetings.	Monthly: First Wednesday of the month. From 10am to 11am. 1st PEB meeting will be organised in October 2022	All partners	Minutes of Meeting: To be provided by the project coordinator

3.2. Internal Communication (selected SMEs)

The communication between **SMEs, startups, and corporates** participating in the EPICENTRE project is characterized by a structured and collaborative approach. The project coordinator plays a pivotal role in facilitating effective communication channels, ensuring that all stakeholders are well-informed and engaged throughout the project's lifecycle.

Email updates and dedicated communication platforms are employed to keep all participants in the loop regarding project developments, milestones, and relevant information.

LAUNCH PHASE

To facilitate efficient communication and easy access to important resources, **a dedicated Microsoft Teams group for all the selected projects team members** has been created. This group will serve as a centralized hub for information sharing, collaboration, and real-time discussions.

By maintaining a constant flow of information and promoting active dialogue, the communication between the project coordinator and the stakeholders in the EPICENTRE project creates a collaborative environment that drives innovation and ensures the project's overall success.

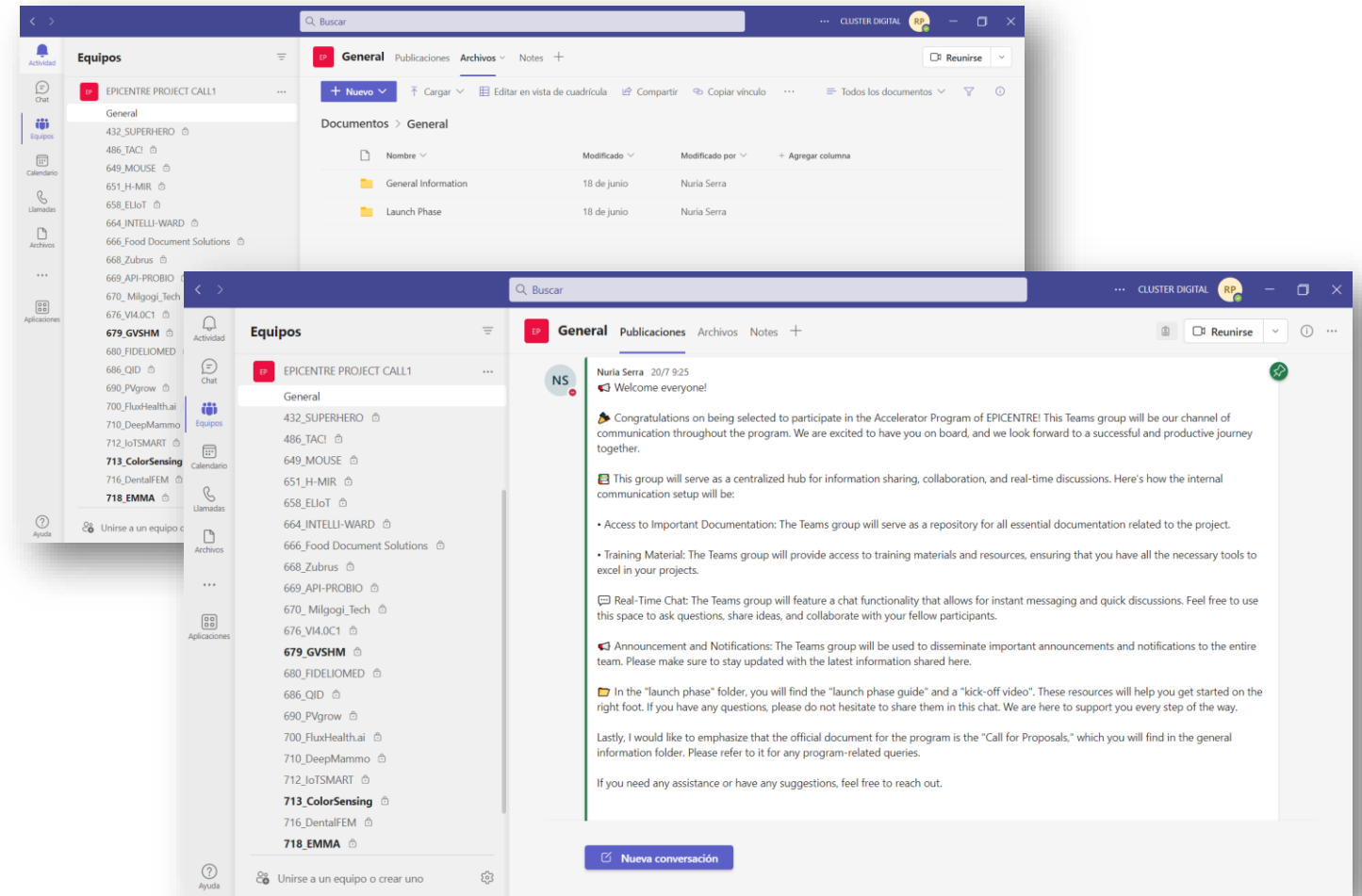


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Here is how the internal communication with SMEs and Startups setup is:

- **Access to Important Documentation:** The Teams group serves as a repository for all essential documentation related to the project. By having a centralized location for documentation, SMEs and Startups can easily access and refer to important information whenever needed.
- **Training Material:** The Teams group also provides access to training materials and resources.
- **Real-Time Chat:** The Teams group features a chat functionality that allows for instant messaging and quick discussions.
- **Announcement and Notifications:** The Teams group can be used to disseminate important announcements and notifications to the entire team.



Consortia Roles

Partner 1

Associació Cluster Digital de Catalunya (CLDI)

CONTACT PERSON	ROLE IN THE PROJECT
Joan Puaté	Administrative Manager
Yeimy Ospina	Project Coordinator
Nuria Serra	Project Manager, Quality Manager
Rosa Porta	Communication Manager

Partner 2

**Distretto Tecnologico Campania Bioscience
scarl (CBIOS)**

CONTACT PERSON	ROLE IN THE PROJECT
Roberta Lauro	Project Manager
Daniela Russo	Communication Manager

Partner 3

**Lietuvos Maisto Eksportuotoju Asociacija
(LITMEA)**

CONTACT PERSON	ROLE IN THE PROJECT
Giedrius Bagusinskas	Project Manager
Laura Uturytė	Project Manager
Juste Vezikauskaite	Project Manager



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4. External Communication

VISUAL IDENTITY

The project branding is designed to provide **graphical coherence in all the publications produced within the project**, such as promotional material, newsletters, brochures, etc. This includes the logo, fonts, colours, and templates.

PROJECT LOGO AND COLOURS

- The Project logo is being used on all communication materials (hard copy, electronic, display in events). It is being placed in a central and visible position of any produced material, and it will never be smaller than any other logo included in the same material (e.g., if partner logos are used). The following are the different set of logos and visual identity elements which are being used.

LOGO VARIANTS

COLOR



PNG TRANSPARENT



BLACK AND WHITE



SAFE SPACE

A safe space must remain around the logo. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.



LOGO COLOURS



[See Annex 1: Logos](#)

PARTNERS LOGOS

Partners logos will be included along with the EPICENTRE logo.

These are:

*Associació Cluster Digital
de Catalunya (CLDI)*



*Distretto Tecnologico
Campania Bioscience scrl
(CBIOS)*



*Lietuvos Maisto Eksportuotoju
Asociacija (LITMEA)*



EU EMBLEM

Any communication activity related to the action (including at conferences, seminars, in information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via social media, etc.) and any infrastructure, equipment or major result funded by the grant must:

- Display the EU emblem:



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- Include the following text as disclaimer: *“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EISMEA. Neither the European Union nor the granting authority can be held responsible for them.”*



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EUROCLUSTERS AND ECCP LOGOS

The visual identity of Eurocluster and its **look & feel** is being included in all the templates for deliverables and other materials.

This includes the logo of Euroclusters and ECCP's.



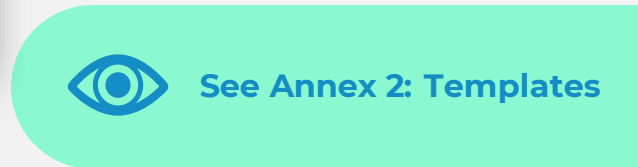
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TEMPLATES AND LOOK AND FEEL

A **word and a presentation template** have been created. All the partners are using these templates and its colors for the deliverables.

Templates include the project logo, Euroclusters logos, ECCP logo and the EU emblem and disclaimer.

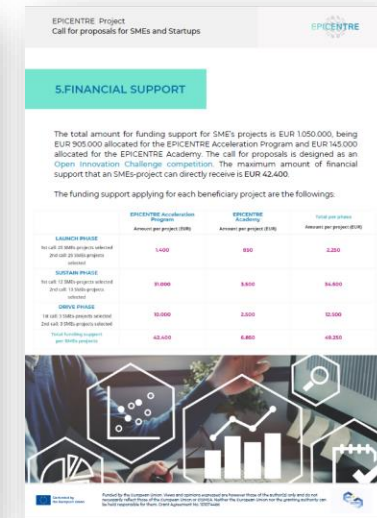


MATERIAL CREATED

Marketing and communication material have been created in order to disseminate and communicate the activities and calls of the project. All this material has been created using the look and feel, colours and design indications mentioned.

In the following pages all the material created is compiled.

Call for proposals document



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Brochure: EPICENTRE Project for SMES and Startups

INFORMATION ABOUT EPICENTRE PROJECT FOR SMES AND STARTUPS

EPICENTRE is an European project that seeks innovative solutions for the challenges of the Agri-food, Health, Digital-Fintech sectors through the collaboration between corporates and SMEs / Startups.

SMEs and Startups have to propose innovative solutions aimed to solve these corporate challenges:

DIGITAL - FINTECH	<p>Challenge 1: How to apply digital finance solution (fintech) to cross-sectorial fields (data science, AI, blockchain, machine-learning, cybersecurity)</p> <p>Challenge 2: Digital Payment and Digital Identity (block chain, data sharing, digital transformation, gamification)</p>
AGRI-FOOD	<p>Challenge 1: Monitoring the health status of food production and shelf-life extension (security)</p> <p>Challenge 2: New packaging materials and smart use of resources (sustainability, automation and security)</p>
HEALTH	<p>Challenge 1: Development of new digital solutions in the learning and behavioural sphere that can be used by patients and families (virtual care and new products)</p> <p>Challenge 2: New therapeutic solutions derived from natural products and organic extractions (sustainability and new products)</p>

ACCELERATION PROGRAM AND EPICENTRE ACADEMY

The selected projects will receive up to EUR 42,400 for the development of their innovative projects (**ACCELERATION PROGRAM**) and will also benefit from additional business support services such as training workshops, mentoring and matchmaking events (**EPICENTRE ACADEMY**) valued in EUR 6,950 to ensure that the innovative projects develop a marketable product, as well as the collaboration with Corporates.

2 CALLS

1st, March 2023
2nd, October 2023

3 PHASES

The call for proposals is designed as an Open Innovation Challenge competition.

LAUNCH PHASE

In total up to 50 projects (25 project per cut off) will be selected to enter into the LAUNCH phase. Projects that do not pass the selection process will be notified by email.

Roll-up

EPICENTRE

Empowering Industrial Ecosystems to boost cluster facilitated green and Digital Transition in Europe

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epicentre@clusterdigital.cat | @epicentreproj | clusterdigital.cat/project-epicentre/

clusterdigital | bioscience | EPICENTRE PROJECT

Flyer

WOULD YOU LIKE TO PARTICIPATE IN EPICENTRE PROJECT?

EPICENTRE is a co-funded project by the European Commission that seeks to create new cross-sectorial value chains by establishing a SMEs – Clusters – Corporates from Digital and Fintech to Health and Agri-food sectors.

WHY SHOULD YOU PARTICIPATE?

Participating in EPICENTRE you will address a burning issue in your company with an innovative solution.

- Identify your challenges and pain points you would like to solve
- Find tailored solutions for specific Key Performance Area needs
- An SME will provide you a prototype to cover your need and you will be able to test it
- Explore future collaboration agreements Corporate-SME in order to create a startup/SME consortia

HOW TO PARTICIPATE?

- Contact
- Interview
- Approach
- Open Call
- Invitation to join

epicentre@clusterdigital.cat | @epicentreproj | clusterdigital.cat/project-epicentre/

Brochure: Information for corporates - How does it work

Information for Corporates about EPICENTRE Project

What will the SMEs and Startups do?

The EPICENTRE Acceleration Program is a 3-step formal acceleration programme divided in the **LAUNCH, SUSTAIN and DRIVE** phase. Each phase looks forward to advancing SME projects to achieve at least 10% in collaboration with Corporates and by enhancing their brand and soft skills and competences, with an innovation and entrepreneurship approach.

1 Month	2 Months	3 Months	4 Months
<p>1 Month</p> <p>Identify challenges and pain points you would like to solve</p> <p>Find tailored solutions for specific Key Performance Area needs</p> <p>An SME will provide you a prototype to cover your need and you will be able to test it</p> <p>Explore future collaboration agreements Corporate-SME in order to create a startup/SME consortia</p>	<p>2 Months</p> <p>Participating in EPICENTRE you will address a burning issue in your company with an innovative solution.</p> <p>Identify your challenges and pain points you would like to solve</p> <p>Find tailored solutions for specific Key Performance Area needs</p> <p>An SME will provide you a prototype to cover your need and you will be able to test it</p> <p>Explore future collaboration agreements Corporate-SME in order to create a startup/SME consortia</p>	<p>3 Months</p> <p>Participating in EPICENTRE you will address a burning issue in your company with an innovative solution.</p> <p>Identify your challenges and pain points you would like to solve</p> <p>Find tailored solutions for specific Key Performance Area needs</p> <p>An SME will provide you a prototype to cover your need and you will be able to test it</p> <p>Explore future collaboration agreements Corporate-SME in order to create a startup/SME consortia</p>	<p>4 Months</p> <p>Participating in EPICENTRE you will address a burning issue in your company with an innovative solution.</p> <p>Identify your challenges and pain points you would like to solve</p> <p>Find tailored solutions for specific Key Performance Area needs</p> <p>An SME will provide you a prototype to cover your need and you will be able to test it</p> <p>Explore future collaboration agreements Corporate-SME in order to create a startup/SME consortia</p>

EPICENTRE will provide the following **business support services** to the selected projects to contribute to enhance their innovation capabilities, advance the product market fit phase either by facilitating a business collaboration with corporates or other market players (sales agreement, licensing, investment in the SME or acquisition...) or getting early adopters to use the technology, as well as financing.

The awarded SMEs will enter into the Acceleration program and EPICENTRE Academy described in the previous sections. Each initiative can simultaneously access the 3 defined phases: **LAUNCH, SUSTAIN, DRIVE**.



See Annex 3: Communication Material



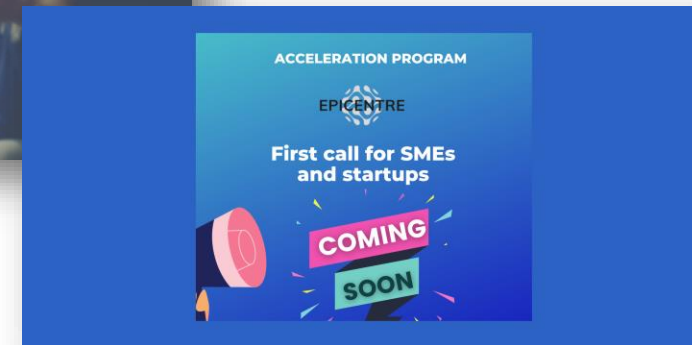
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Social Media images (examples)



Blog posts / news images (examples)



GIF example (SSMM)



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Banners created for the promotion of the Project events (examples)

• WEBINAR

#BreakingBarriers

EPICENTRE

29 MARCH 2023
09:30 AM (CET)

- 1 Presentation of EPICENTRE project for SMEs and Startups
- 2 Women entrepreneurship and leadership
Leaders are Made, Not Born. A true-life experience.
- 3 Business model
Why do Startups fail? Introduction to Lean Startup and Lean Experiment Map.
- 4 Legal & IP
Fundamentals of corporate-SME collaboration strategy.

Iolanda Marchueta
Albert Rivero
Marc Milian

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INFO SESSION

Convocatòria per a PIMEs i Startups
PROJECTE EPICENTRE

19 ABRIL
11-12h

SESSIÓ EXCLUSIVA PER A MEMBRES DEL CLÚSTER Clúster Digital

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• CLUSTER TO CLUSTER ONLINE WORKSHOP

EPICENTRE WORSLEY ACCELERATION SERVICES

Product and service launch: making things happen

How to integrate strategies into the end-to-end innovation process, enabling businesses to create products and services that can succeed in diverse markets.

JULY 10th 2023
9:30 - 11:00 AM (CET)

Iolanda Marchueta
Ph.D., Senior Advisor and Professor

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ONLINE EVENTS

Up until now, there have been 20 events successfully organized and participated in. These events have encompassed a diverse range of activities, including pitch sessions to introduce the project, webinars, and workshops.

To carry them out, the following **tools** have been used:

- **Teams**: webinars, for events with few participation or internal events
- **Zoom** and **Watchity**: streaming platform, for events with a lot of participation
- **Microsoft PowerPoint**: for creating presentations
- **Timtutl**: for creating the event landing (with registration form, description and agenda): [example: https://www.clusterdigital.cat/events/info-session-convocatoria-per-a-pimes-i-startups-del-projecte-epicentre/](https://www.clusterdigital.cat/events/info-session-convocatoria-per-a-pimes-i-startups-del-projecte-epicentre/)
- **Canva**: for creating images and banners

The screenshot shows a website interface for an event. At the top, there's a navigation bar with 'Cluster Digital' logo, 'INICI', 'The Cluster', 'News', 'Resources', 'Services', and user profile options. The main heading is 'Events'. Below it, the event title is 'Webinar EPICENTRE #BreakingBarriers' with a 'Webinar (online)' tag. The event date is '29 MAR' and '29 MARCH 2023 09:30 AM (CET)'. The main content area features a banner with the title '#BREAKING BARRIERS' and 'EPICENTRE'. Below the banner is an agenda with four items: 1. Presentation of EPICENTRE project for SMEs and Startups; 2. Women entrepreneurship and leadership (speakers: Leaders are Made, Not Born, A true-life experience); 3. Business model (speaker: Why do Startups fail? Introduction to Lean Startup and Lean Experiment Map); 4. Legal & IP (speaker: Fundamentals of corporate-SME collaboration strategy). Speakers listed are Iolanda Marchueta, Albert Rivero, and Marc Milian. A text block below the agenda describes the webinar's purpose: '#BreakingBarriers is a webinar dedicated to empowering SMEs, startups, and women to overcome obstacles and reach new heights in their professional journeys through EPICENTRE project. Are you an entrepreneur who is facing roadblocks on the way to success? Or a woman who wants to shatter the glass ceiling in your industry? Maybe you're just starting your business and need guidance on how to navigate the challenges ahead. Whatever your situation, "Breaking Barriers" is the perfect event for you. Our expert speakers will share their insights and experiences on how to break through obstacles and achieve your goals. You will learn about: • Ways to break through the barriers women often face in male-dominated industries.' A 'Date and time' box shows 'Wed, 29 March 2023 9:30 - 12:30' and 'Add to calendar'. A 'Venue' box shows 'Webinar (online)' and 'Be the first to confirm'. A small note says 'This event has expired'.

Example of an event landing page

Date	Event Name
3/11/2022	Innovation Village 2022
25/11/2022	MATCHER Human Centric Innovation 2022
14/12/2022	Clusters Meet Regions Barcelona
15/12/2022	SMAU Napoli 2022
27/1/2023	VITA Accelerator - Meet the Ecosystem Event - Salerno
07/02/2023	Startup Village Networking Event '23
28/02/2023	EMBASSY Of SWEDEN - SWEDEN ITALY Life Science Event - Rome
29/03/2023	#Breaking Barriers
12/04/2023	Cluster Alisei Communication Group
19/04/2023	Info session: Convocatòria per a PIMES i Startups del projecte EPICENTRE
20/04/2023	Meeting with cluster members and presentation of open calls
28/04/2023	Business breakfast with SME and Startups for funding opportunities
02/05/2023	Info session for CBIOS partners
08/05/2023	Webinar on presenting funding opportunities for SMEs
17/05/2023	Euroclusters webinar: Internationalization of innovation
08/06/2023	C2C webinar: Internationalisation, Green & Digital transformation
26/06/2023	EPICENTRE Training - Innovation: Not Just a Buzzword
10/07/2023	C2C Workshop: Product and service launch making things happen

List of the events

EVENTS PROCEDURE:

1. Define the purpose and objectives. Create timeline.
2. Design the event program (agenda and speakers)
3. Choose the tools
4. Promote the event:
 1. Create the event landing page with a registration form
 2. Create the banner or image
 3. Send Newsletter
5. Send all the information, links and promotion material to the partners
6. Coordinate with speakers and guests and organize event logistics
7. Post-event follow-up



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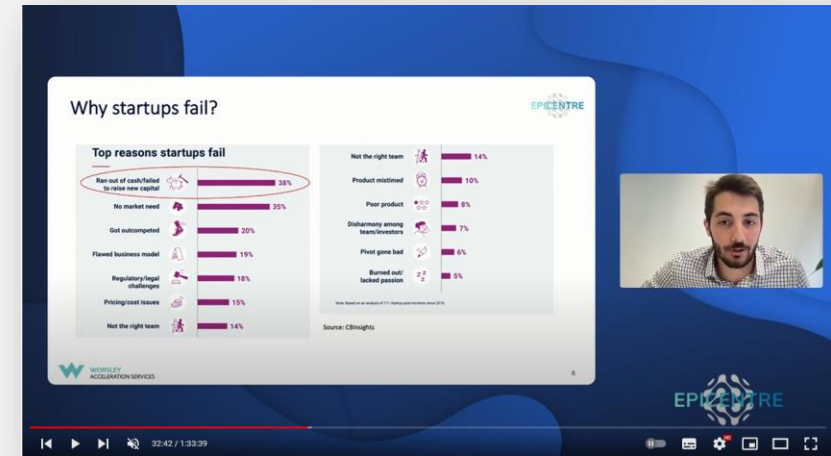
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VIDEOS

- 5 videos created in order to disseminate the EPICENTRE Open Call for SMEs and Startups
- 2 videos: webinar #BreakingBarriers

The videos include the corresponding logos and the EPICENTRE's visual identity.



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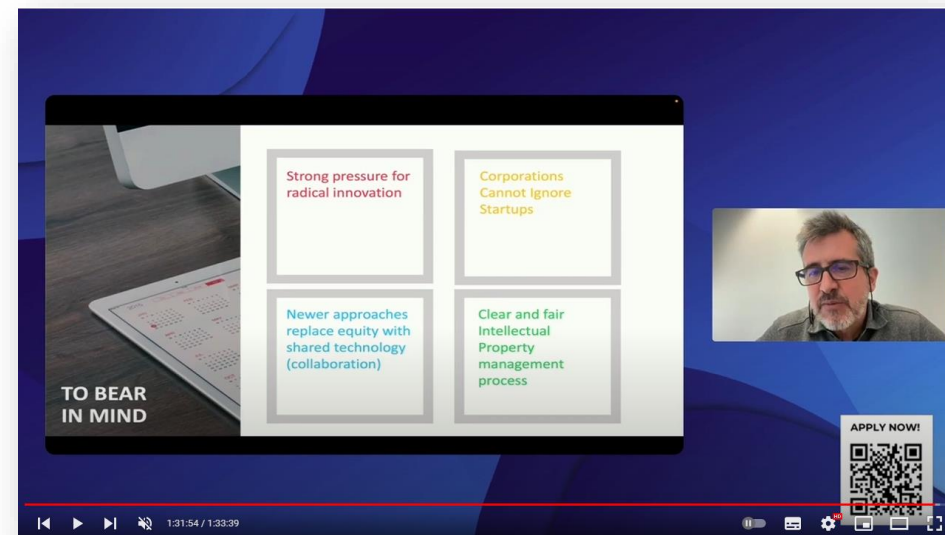
EPICENTRE Open Call for SMEs and Startups	https://www.youtube.com/watch?v=vQaro6Lrek8&list=PLs5npqBOcg02jiLUuPyLVwPQ-LxF_2h4A
EPICENTRE Open Call for SMEs and Startups [short version]	https://www.youtube.com/watch?v=V9gblPnbFms&list=PLs5npqBOcg02jiLUuPyLVwPQ-LxF_2h4A&index=2
EPICENTRE Open Call for SMEs and Startups What corporate's challenges will you face?	https://www.youtube.com/watch?v=dccLOyQwxPM&list=PLs5npqBOcg02jiLUuPyLVwPQ-LxF_2h4A&index=3
EPICENTRE Open Call for SMEs and Startups How does it work?	https://www.youtube.com/watch?v=dccLOyQwxPM&list=PLs5npqBOcg02jiLUuPyLVwPQ-LxF_2h4A&index=3
EPICENTRE Open Call for SMEs and Startups How to apply?	https://www.youtube.com/watch?v=9rFJIYYc-Pw&list=PLs5npqBOcg02jiLUuPyLVwPQ-LxF_2h4A&index=5
WEBINAR EPICENTRE #BreakingBarriers [Part 1]	https://www.youtube.com/watch?v=a_aOR57MIZ4&list=PLs5npqBOcg02jiLUuPyLVwPQ-LxF_2h4A&index=6
WEBINAR EPICENTRE #BreakingBarriers [Part 2]	https://www.youtube.com/watch?v=pB0qawwPYkQ&list=PLs5npqBOcg02jiLUuPyLVwPQ-LxF_2h4A&index=7

List of EPICENTRE's videos

QR code

A QR code has been created in order to disseminate the call (it brings the user to the website with the application form).

The QR code is being used during different kind of events and presentations:



COMMUNICATION CHANNELS AND TOOLS

LANDING PAGE - CLUSTER DIGITAL WEBSITE

<https://www.clusterdigital.cat/projecte-epicentre/>

The website serves as the first point of contact with the project for a wide audience, presenting its scope and activities. At the same time, it represents the main communication and dissemination channel ensuring the visibility and outreach, regularly updating the audience on news, documents and activities related to the project.

The website has been publicly launched using the domain of one of the partners (Clúster Digital de Catalunya) in the first phase of the project. The work on the website will continue throughout the project, incorporating new content as soon as it becomes necessary.

SUPPORT WEBSITES

ECCP PLATFORM

<https://clustercollaboration.eu/eu-cluster-partnerships/euroclusters/epicentre>

The project ECCP website is also an extremely important communication channel for the project activities, as it is the first landing place for external stakeholders interested in the project.

PARTICIPANT PORTAL

It is being used to publish the official calls:

[Open Call link](#)



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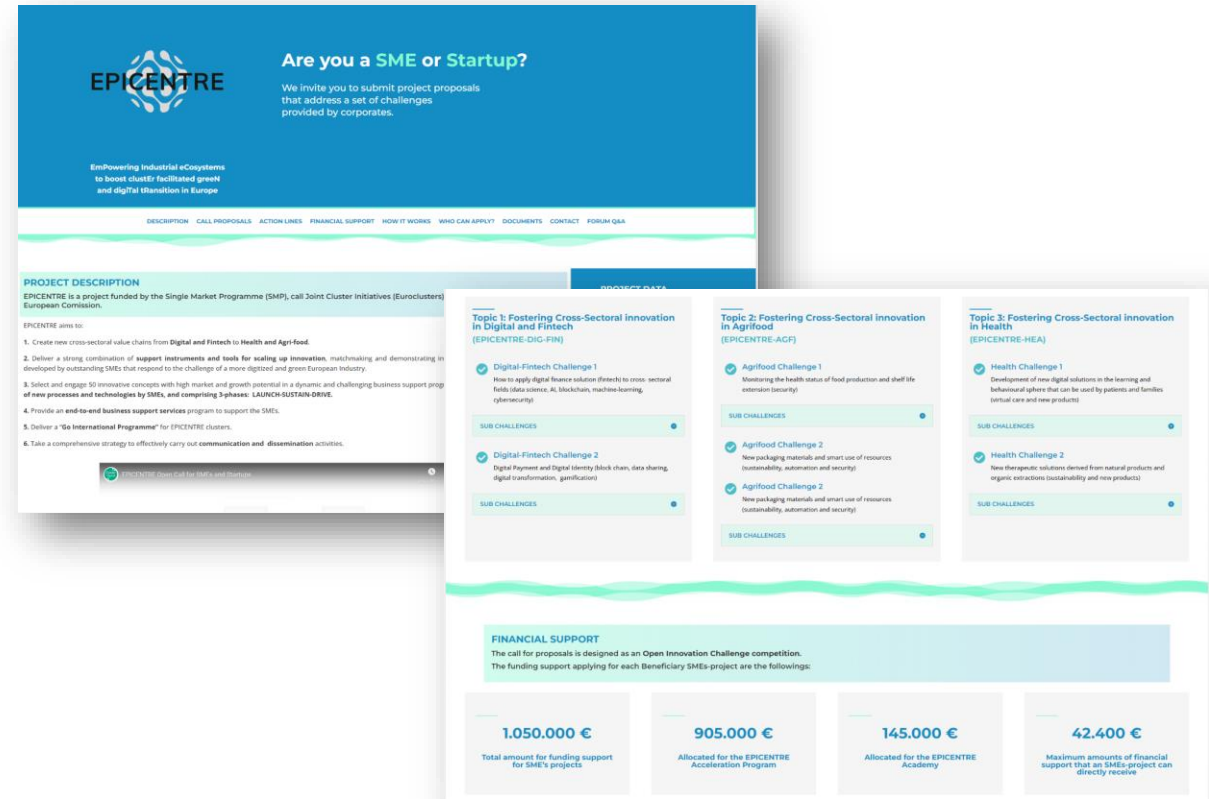
WEBSITE FOR THE CALL FOR SMES AND STARTUPS

Website created with the aim that SMEs and startups can apply to the first call for projects. It contains all the information related to the project: description, action lines, financial support, duration, deadlines, the challenges, etc., and relevant documentation and resources such as the official 'Call for proposal' document, the 'Application form' and the 'Sub-grant agreement'.

<https://epicentre.idconsortium.com/>

This website received **1347 visitors** between April 27th and May 29th:

Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user
	1,347 100% of total	2,772 100% of total	1,328 100% of total	1m 22s Avg 0%	0.99 Avg 0%
1 Direct	878	1,694	749	1m 22s	0.85
2 Referral	296	625	355	1m 22s	1.20
3 Organic Search	73	207	118	1m 33s	1.62
4 Organic Social	72	147	66	1m 36s	0.92
5 Email	67	92	39	0m 31s	0.58
6 Unassigned	12	12	0	1m 06s	0.00
7 Organic Video	1	1	1	1m 48s	1.00



 See Annex 4: Web analytics



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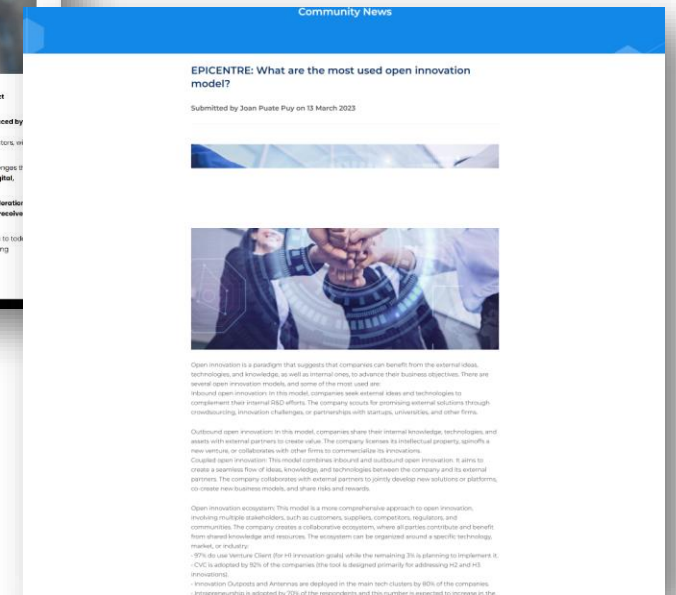
BLOG POSTS AND NEWS

Creating blog posts and news about the Epicentre project is crucial for fostering engagement, spreading awareness, and attracting potential supporters. By sharing updates, milestones, and the project's impact builds a strong community.

The main platforms used to publish the **more than 40 posts** created about EPICENTRE are:

- ECCP platform
- Cluster Digital website

All the partners have the possibility to publish news or relevant information about the project on their own website, always following the visual identity.



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Call aperta: Epicentre – EmPowering Industrial eCosystems to boost cluster facilitated green and digital transition in Europe	https://www.clusteralisei.it/eventi/call-aperta-epicentre-empowering-industrial-ecosystems-to-boost-cluster-facilitated-green-and-digital-transition-in-europe/
DISTRETTO CAMPANIA BIOSCIENCE: Al Via il progetto Europeo Epicentre	https://www.clusteralisei.it/distretto-campania-bioscience-al-via-il-progetto-europeo-epicentre/
EUROPEAN CLUSTER CONFERENCE 2022	https://www.clusteralisei.it/eventi/european-cluster-conference-2022/
Comença el Projecte Europeu EmPowering Industrial eCosystems to boost cluster facilitated green and digital transition in Europe- EPICENTRE	https://www.clusterdigital.cat/news/comenca-el-projecte-europeu-empowering-industrial-ecosystems-to-boost-cluster-facilitated-green-and-digital-transition-in-europe-epicentre/?lang=en
Call for Expression of Interest: Epicentre	https://www.clusterdigital.cat/news/call-for-expression-of-interest-epicentre/?lang=en
EPICENTRE – Manifestazione di interesse Corporate	https://www.campaniabioscience.it/epicentre-manifestazione-di-interesse-corporate/
Call for Expression of Interest: Epicentre	https://clustercollaboration.eu/community-news/call-expression-interest-epicentre-empowering-industrial-ecosystems-boost
Steps to follow to participate in EPICENTRE project	https://www.clusterdigital.cat/news/steps-to-follow-to-participate-in-epicentre-project/
Protagonisti	https://www.smau.it/napoli/partners/distretto-tecnologico-campania-bioscience
Opportunità per aziende e corporate: potenzia la tua vocazione all'Open Innovation	https://www.smau.it/articoli/opportunit-per-aziende-e-corporate-potenzia-la-tua-vocazione-all-open-innovation
First call for SMEs and Startups to participate in EPICENTRE: Coming soon!	https://www.clusterdigital.cat/news/smes-and-startups-participation-in-epicentre/
What are the most used open innovation model?	https://clustercollaboration.eu/community-news/what-are-most-used-open-innovation-model
Women leading innovative startups and SMEs	https://clustercollaboration.eu/community-news/women-leading-innovative-startups-and-smes
Meet the partners_CBIOs	https://clustercollaboration.eu/community-news/epicentre-meet-partners-cbios
Meet the partners_LITMEA	https://clustercollaboration.eu/community-news/epicentre-meet-partners-litmea
Epicentre Presentation_General	https://clustercollaboration.eu/community-news/epicentre-general-presentation
What are the barriers to corporate-startup collaboration?	https://clustercollaboration.eu/community-news/epicentre-project-what-are-barriers-corporate-startup-collaboration
What about innovation budget in 2023?	https://clustercollaboration.eu/community-news/epicentre-project-what-about-innovation-budget-2023
What are the innovation priorities for food sector	https://clustercollaboration.eu/community-news/epicentre-project-what-are-innovation-priorities-food-sector
Global trend of innovation_Health Sector	https://clustercollaboration.eu/community-news/epicentre-project-global-trend-innovation-health-sector
Global trend of innovation Digital sector	https://clustercollaboration.eu/community-news/epicentre-project-global-trend-innovation-digital-sector
Why do startups fail?	https://clustercollaboration.eu/community-news/epicentre-academy-why-do-startups-fail
Mission and motivation of the SMEs call	https://clustercollaboration.eu/community-news/epicentre-project-mission-and-motivation
Innovation Challenges EPICENTRE	https://clustercollaboration.eu/community-news/epicentre-project-innovation-challenges



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Transizione verde e digitale: aperto il primo bando del progetto EPICENTRE per PMI e startup	https://first.art-er.it/news/transizione-verde-e-digitale-aperto-bando-epicentre-pmi-e-startup
"EPICENTRE" – Al via la call del progetto per PMI e start-up innovative	https://www.lombardialifesciences.it/news/progetto-epicentre-al-via-la-call-per-pmi-e-start-up-innovative/
Progetto Epicentre: AL VIA LA CALL PER PMI E STARTUP INNOVATIVE	https://www.clusteralisei.it/progetto-epicentre-al-via-la-call-per-pmi-e-startup-innovative/
Transizione verde e digitale: aperto bando EPICENTRE per PMI e startup	https://www.chedih.eu/2023/04/21/transizione-verde-e-digitale-aperto-bando-epicentre-per-pmi-e-startup/
Transizione verde e digitale: aperto il primo bando del progetto EPICENTRE per PMI e startup	https://www.europainnovazione.com/transizione-verde-e-digitale-aperto-il-primo-bando-del-progetto-epicentre-per-pmi-e-startup/
Financial support_GALA	https://clustercollaboration.eu/community-news/epicentre-financial-support
Transizione verde e digitale: primo bando del progetto EPICENTRE	https://www.emiliaromagnastartup.it/it/innovative/bandi/transizione-verde-e-digitale-primo-bando-del-progetto-epicentre
We present the EPICENTRE project in the webinar "Internationalization of innovation"	https://clustercollaboration.eu/community-news/we-present-epicentre-project-webinar-internationalization-innovation
We present the EPICENTRE project in the webinar "Internationalization of innovation"	https://www.clusterdigital.cat/news/we-present-the-epicenter-project-at-the-webinar-internationalization-of-innovation/
El projecte europeu EPICENTRE rep més de 80 propostes de projectes en la seva primera convocatòria per a PIMES i Startups	https://www.clusterdigital.cat/news/el-projecte-europeu-epicentre-rep-mes-de-80-propostes-de-projectes-en-la-seva-primera-convocatoria-per-a-pimes-i-startups/
The EPICENTRE European project receives more than 80 project proposals in its first call for SMEs and Startups	https://www.clusterdigital.cat/news/the-European-epicenter-project-receives-more-than-80-project-proposals-in-its-first-call-for-SMEs-and-startups/
The EPICENTRE European project receives more than 80 project proposals in its first call for SMEs and Startups	https://clustercollaboration.eu/community-news/epicentre-european-project-receives-more-80-project-proposals-its-first-call
Epicentre Acceleration program	https://www.startuplithuania.com/events/epicentre-acceleration-program/
EPICENTRE: Cluster Campania Bioscience Hosts #C2C Webinar on Internationalization, Green & Digital Transformation	https://clustercollaboration.eu/community-news/epicentre-cluster-campania-bioscience-hosts-c2c-webinar-internationalization
EPICENTRE Project Presents Workshop for European Cluster Management Teams on Integrating Strategies into the End-to-End Innovation Process	https://clustercollaboration.eu/community-news/epicentre-project-presents-workshop-european-cluster-management-teams
EPICENTRE Project Innovation: Not Just a Buzzword - Empowering Growth and Collaboration	https://clustercollaboration.eu/content/epicentre-project-innovation-not-just-buzzword-empowering-growth-and
25 proposals have been selected to participate in the EPICENTRE project	https://clustercollaboration.eu/content/25-proposals-have-been-selected-participate-epicentre-project
Dues empreses del Clúster Digital són seleccionades per participar en el projecte EPICENTRE	https://www.clusterdigital.cat/news/dues-empreses-del-cluster-digital-son-seleccionades-per-participar-en-el-projecte-epicentre/
Two companies from the Digital Cluster are selected to participate in the EPICENTRE project	https://www.clusterdigital.cat/news/two-companies-from-the-digital-cluster-are-selected-to-participate-in-the-epicenter-project/



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SOCIAL MEDIA CHANNELS

The extensive use of social media is aimed at increasing the awareness of potential users, spark interest in the project, and encouraging them to take part in project activities and use the project's outputs. Each channel is intended to reach a specific audience, and the messages will be adapted accordingly.

Project specific Twitter and LinkedIn accounts have been created and are being used to raise awareness, reach a wider audience, and maximize exposure. They are also allowing a virtual dialogue in the same channels with relevant stakeholders.



Twitter account

<https://twitter.com/epicentreproj>



LinkedIn account

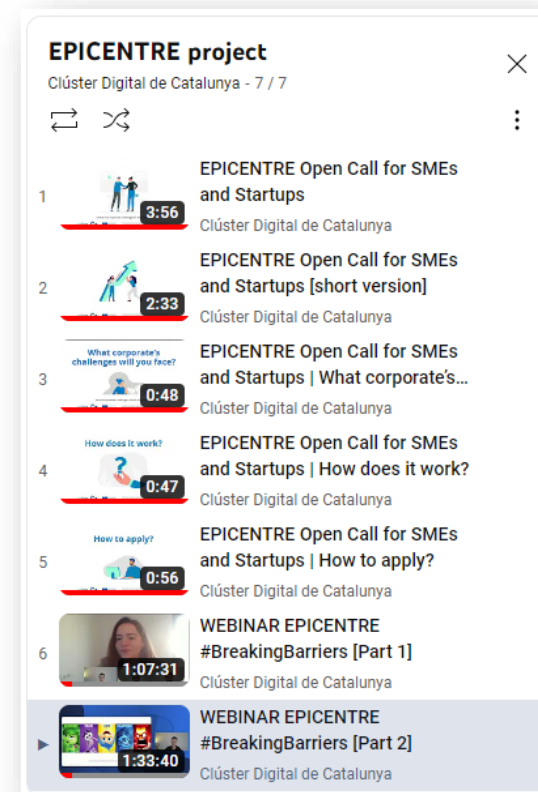
<https://www.linkedin.com/showcase/epicentre-project/>



YouTube playlist

A playlist of EPICENTRE videos has also been created on the Cluster Digital YouTube channel.

https://youtube.com/playlist?list=PLs5npqBOcg02jiLUuPyLVwPQ-LxF_2h4A



The content shared on each platform includes different types of outputs. Supporting visual material is used in order to highlight messages. In general, appealing visuals help catch the attention of the followers/audience and invite them to read more and learn more about the proposed topic.

The illustrative elements, such as banners for social media profiles, or infographics help to create a brand consistency and strengthen visual identity for the project.

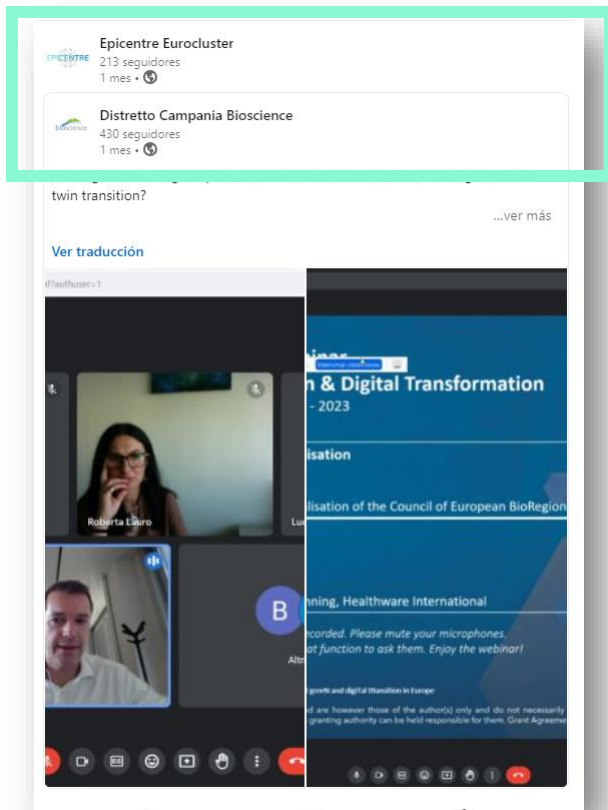
It is also wise to use each partner's social media profiles with existing audience to share EPICENTRE'S posts, using always the brand identity of the project and relevant hashtags. In these cases:

- Use this hashtag: **#EpicentreProject**
- Tag **@epicentreproj** (Twitter) and **@Epicentre Eurocluster** (LinkedIn)
- Tag all the consortium partners:
 - @ Clúster Digital de Catalunya
 - @ Cluster Campania Bioscience
 - @ Lithuanian food exporters association (LitMEA)
- Tag EISMEA and ECCP:
 - @ European Innovation Council and SMEs Executive Agency (EISMEA)
 - @ European Cluster Collaboration Platform (ECCP)
- Tag corporates, SMEs and Startups, if applicable.

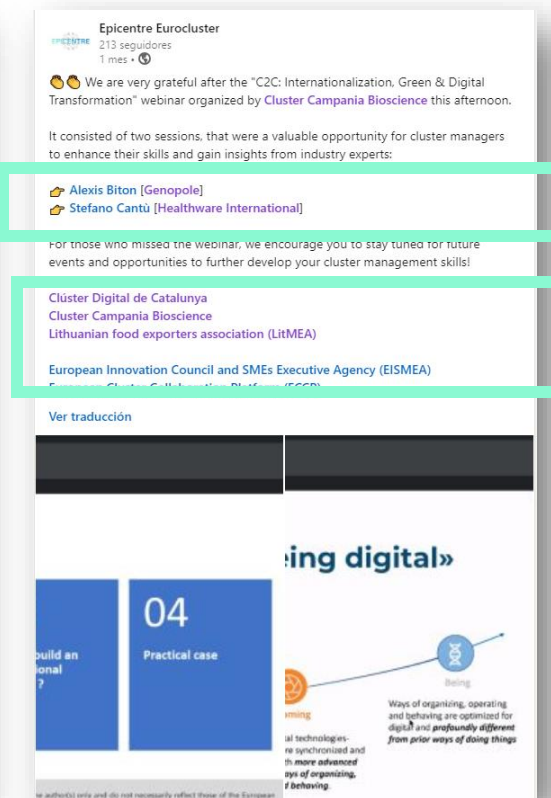
TIPS / GOOD PRACTICES

- ✓ Include media content (pictures/video), also use gifs and emojis
- ✓ Follow other accounts dealing with our project's issues
- ✓ Follow partner regions, policy-makers and local regional press accounts
- ✓ Encourage your colleagues to join the conversation and share posts
- ✓ Share publications of the consortium partners profiles and interesting content
- ✓ Share the blog posts
- ✓ Share EPICENTRE's publications on the partner's profiles.
- ✓ Tag people mentioned in the copy and collaborators

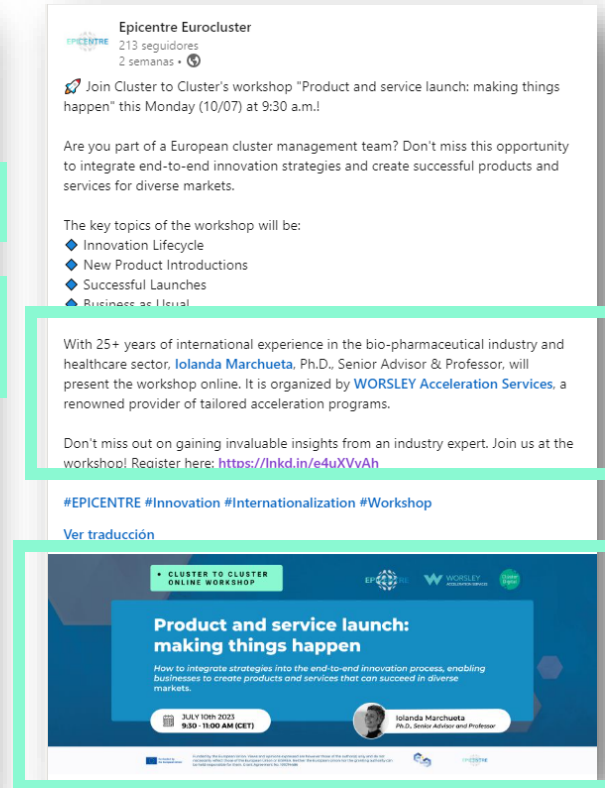
Examples:



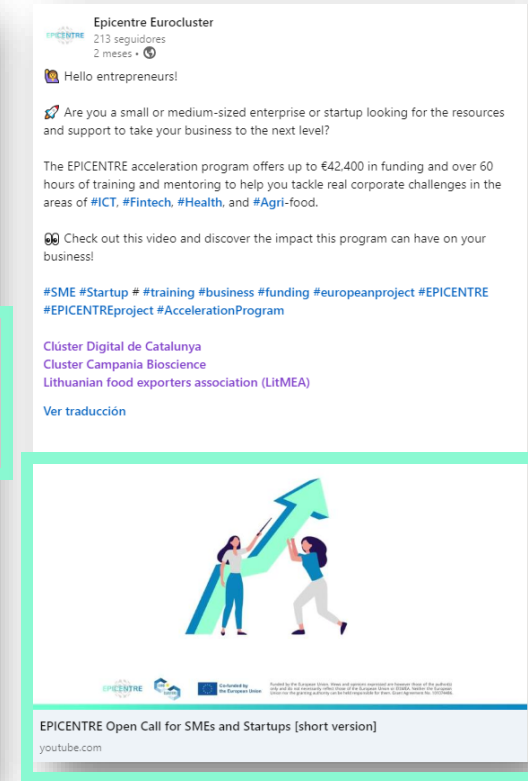
Share partners publications



Tag partners, EISMEA, ECCP.
Tag people mentioned



Tag partners and collaborators



Sharing videos and pictures including corresponding logos



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PRESS RELEASES, BLOG POSTS AND MEDIA

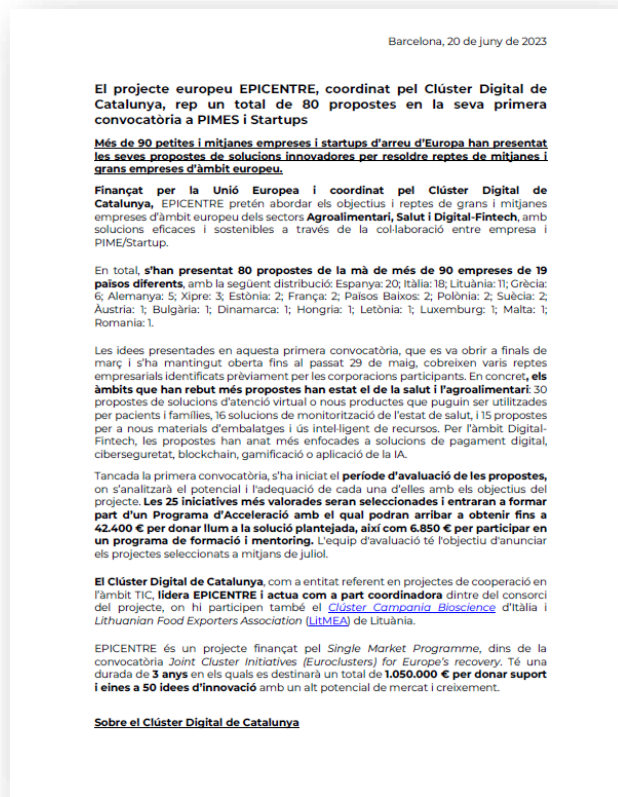
Some of the project activities have the newsworthy potential. It is recommended to use that potential to issue the press release.

TIPS

- ✓ Before writing press release, ask yourself “do I have strong enough reason to write a press release?”. If the answer is yes, then consider following: Choose a clear, short headline in which you clearly state what the reader is going to learn if he/she dives into the article. Try also to link the press release to a special moment of the project: e.g. invitation to a project event, production of one output.

- ✓ Identify your audience and choose the right style accordingly. If the press release is to be sent to different targets, change your style/angle (and even the content) to make it useful.
- ✓ Remember that the project technicalities are often the least interesting thing for a journalist, and he/ she will not be impressed by explanations of budget lines, long organization names, etc. They want to see where the local story is, what is the concrete benefit to people.
- ✓ Use correct grammar and proofread for errors and typos before sending out the information.
- ✓ Add powerful photographs or images that depict your press release.
- ✓ Make sure that the EU funding and the partners are mentioned in the article/news.
- ✓ Adapt the content of the press release at the local level (write it also in the local language). Thanks to this, it will reach more media and increase the chances of publication.
- ✓ Include a paragraph about the organization owner of the Property Rights.

Press Release example:



Report:

- Mentions: 84
- Estimated audience: 86.592
- Distribution by category:
 - Nacional (National): 238 Total
 - Inteligencia Artificial y Robótica (AI & Robotics): 147
 - Innovación Tecnológica (Tech Innovation): 294 Total
 - Emprendedores (entrepreneurs): 204 Total
- Distribution by media type
 - Media Outlets: 22 Distribution
 - Generalists: 12 Distribution
 - Specialists: 10 Distribution

■ Nacional ■ Inteligencia Artificial y Robótica
■ Innovación Tecnológica ■ Emprendedores



See Annex 5: Press Release



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STORYTELLING

In order to stand out from the noise and capture the attention of the media for the Epicentre project, a strong emphasis is being placed on storytelling as a powerful technique to amplify the messages even more effectively.

Storytelling is a technique suitable for all:

- communication activities
- website and social media
- public events
- social media
- traditional media
- personal meetings

Stories related to the EPICENTRE project could include good practice examples – Corporates that have digitalized their business, offering new experiences for their users / clients, becoming more sustainable, efficient, smarter or safer in the process, as well as SMEs that have developed a software or application to solve corporate's issues.

It is important that all the project's partners are involved on it.



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5. Dissemination Strategy

The Communication and Dissemination activities are led by Cluster Digital of Catalonia (CLDI), but **all the consortium members contribute to the full and effective implementation of the Communication and Dissemination Plan**. Therefore, EPICENTRE has assigned at least one representative communication manager per partner:

CLDI

Rosa Porta Fondevila | rosa.porta@clusterdigital.cat

CBIOS

Roberta Lauro | r.lauro@campaniabioscience.it

LITMEA

Giedrius Bagusinskas | info@litmea.lt

The main responsibilities and contributions of the Communication Managers are:

- Follow and apply the project's brand guidelines and the communication plan.
- Participate and facilitate internal and external communications: to ensure dissemination of the project as well as results, involving all partners, relevant stakeholders and interested agents.
- Overseeing the management of knowledge, and specially contributing to generate a sound networking database of the targeted audiences and stakeholders in order to feed the strategic action of the project and optimize communication.

To establish and monitor these communication and dissemination activities, communication managers meet when necessary, either in parallel with the follow-up meetings of the project or during the previous or following days.



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DISSEMINATION ACTIVITIES: PARTICIPATION IN EVENTS

EPICENTRE plans to continuously identify opportunities to actively participate in external events (conferences, workshops, etc.), targeting relevant domains for the project, to present the project, boost its visibility and disseminate the results. This facilitates networking and maximizes opportunities for mutual learning, further uptake of project results and transferability.

The goal of these events are to communicate about the project and its activities as well as disseminate the preliminary results of the project to EPICENTRE target audience.

Also, the project partners are organizing awareness events and workshop webinars inviting interesting stakeholders.

PARTICIPATION IN EVENTS, PROJECT'S PRESENTATIONS, AND CONFERENCES

TIPS

- ✓ Select the presenter and one or two additional speakers relevant to the topic, and/or interesting to the target and / or media.
- ✓ Select the date and have in mind other events to avoid overlapping.
- ✓ Prepare media kits and other material to distribute (press release, info about the project, contact information, promo goodies, roll-ups, brochures, newsletters, etc.) .
- ✓ Be ready to give interview/short statement.
- ✓ Brief all the presenters/speakers with important information about the project
- ✓ Try not to exceed the defined time and leave time for questions.
- ✓ After participation: share it on social media channels

Examples of dissemination of events:

Epicentre Eurocluster
213 seguidores
2 meses

This morning, **Núria Serra Pérez**, Project Manager of #EPICENTRE presented our project in the #webinar "Internationalization of innovation: Opportunities for SMEs through cascade funding projects" organized by **MetalIndustry4**.

Read all the article here <https://lnkd.in/efXuqUFG>

Clúster Digital de Catalunya
Cluster Campania Bioscience
Lithuanian food exporters association (LitMEA)

European Innovation Council and SMEs Executive Agency (EISMEA)
European Cluster Collaboration Platform (ECCP)

#innovation #digital #collaboration #project

Ver traducción

Epicentre Eurocluster
213 seguidores
2 meses

Laura Uturte from our partner **Lithuanian food exporters association (LitMEA)** will present the #EPICENTREproject at the EYE, EEN & Cluster Networking event on June 9.

This is an on site event, so you can register here if you want to attend: <https://lnkd.in/ek29z594>

Have a look at the agenda!

European Cluster Collaboration Platform (ECCP)
European Innovation Council and SMEs Executive Agency (EISMEA)
#event #networking #collaboration #europeanproject

Ver traducción

AGENDA	
9 JUNE 2023	
09:30	Arrival morning coffee
10:00	Welcome and introduction
11:15	EEN programme presentation + good practice
12:00	ECCP and Euroclusters presentations + good practice
12:45	LUNCH BREAK & NETWORKING
14:00	Discussions on synergies within current projects
15:15	BREAK & NETWORKING
15:45	Discussion on future cooperation
16:45	Networking for future cooperation
17:30	End of the meeting

A list with links and resources created to disseminate the first call for SMEs and Startups was shared with the partners:

- Video infographic call (full version): <https://youtu.be/vQaro6Lrek8>
- Video open call for smes and startups [short version]: <https://youtu.be/v9gblPnbFms>
- Video open call for smes and startups | How does it work?: <https://youtu.be/Etz5svrGxtU>
- Video open call for smes and startups | How to apply?: <https://youtu.be/9rFJIYYc-Pw>
- Video open call for smes and startups | What corporate's challenges will you face? <https://youtu.be/dccLOyQwxPM>
- Web call with form : <https://epicentre.idconsortium.com/>
- Pdf with detailed infol: https://epicentre.idconsortium.com/wp-content/uploads/2023/03/EPICENTRE_Call-proposals.pdf
- LinkedIn Post: <https://www.linkedin.com/feed/update/urn:li:activity:7051508605560188928>
- Video Breaking Barriers Webinar (amb registre): <https://eventwatchity.com/df77e436-6bfb-4a7e-8542-b34acee6f4cf/room>
- Video WEBINAR EPICENTRE #BreakingBarriers [Part 1] https://youtu.be/a_aOR57MIZ4
- Video WEBINAR EPICENTRE #BreakingBarriers [Part 2] <https://youtu.be/pB0qawwPYkQ>



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MONITORING AND REPORTING

To ensure the quality and high degree of effectiveness of the dissemination activities, monitoring regularly the progress is needed to evaluate what has been accomplished and what is still to be done. This allows WP Leader CLDI to check if the overall communication and dissemination strategy is adhered to or not. The Communication Plan may be re-oriented depending on the actions that have been undertaken and what is still missing. The potential problems or difficulties will be detected as early as possible to create effective adaptation measures.

It is important to use the communication unit/s of each institution to disseminate the press **release through their media databases**.

It is also important to publish these press releases as a new or an article on the project website and, also, on the partner's websites and share it on the social media channels.

In order to collect all these publications and have a better track of the communication KPIs, a **communication and dissemination reporting document** has been created.

Init. Date	End Date	Event Name	Link of the event	Partner leader	Doing what? (pitch session, assisting)	
3/11/2022	3/11/2022	Innovation Village 2022	https://innovation-village-2022.b2match.io/components/22972?session=c2Vvc2lvb3JpMzQ4MzA%3D	CBIOS	Pitch session	
25/11/2022	28/11/2022	MATCHER Human Centric Innovation 2022	https://matcher-human-centric-innovation-2022.b2match.io/matchers/competitions/UGFyZGJjaXh0bG9yb3R5aXVkaXN0b3R1	CBIOS	5 B2B meetings	
14/12/2022	16/12/2022	Clusters Meet Regions Barcelona	https://clustercollaboration.eu/event-calendar/clusters-meet-regions-barcelona-spain	CLDI	Pitch session	
15/12/2022	16/11/2022	SMAU Napoli 2022	https://www.smau.it/napoli/partners/distretto-tecnologico-campania-bioscience	CBIOS	2 pitch session - 2 round table - 21 B2B meetings	
27/1/2023	27/1/2023	VITA Accelerator - Meet the Ecosystem Event - Salerno	https://www.vitaaccelerator.it/partners	CBIOS	Pitch session	
07/02/2023	07/02/2023	Startup Village Networking Event '23	https://drive.google.com/drive/folders/1y55LrUaCvE7hwoxQFg3L5fGK_d8	LITMEA	Presenting EPICENTRE	
28/02/2023	28/02/2023	EMBASSY OF SWEDEN - SWEDEN ITALY Life Science Event - Rome		CBIOS	Participation in a round table	
29/03/2023	29/03/2023	#Breaking Barriers	https://www.clusterdigital.cat/events/webinar-epicentre-breakingbarriers/	CLDI	Webinar: Presentation of EPICENTRE + Short training (epicentre academy)	WEBINAR TO DISSEM CALL FOR SMES AND:
12/04/2023	12/04/2023	Cluster Alisei Communication Group	Board Members Webinar	CBIOS	Inform Cluster Alisei partners about SMES and Startups call	WEBINAR TO DISSEM CALL FOR SMES AND:
19/04/2023	19/04/2023	Info session: Convocatòria per a PIMES i Startups del projecte EPICENTRE	https://www.clusterdigital.cat/events/info-session-comoconvocatoria-per-a-pimes-i-startups-del-projecte-epicentre/	CLDI	Inform cluster partners about EPICENTRE project and the call for SMES	WEBINAR TO DISSEM CALL FOR SMES AND:
20/04/2023	20/04/2023	Meeting with cluster members and presentation of open calls	On site	LITMEA	Inform cluster members and partners about EPICENTRE and open	WEBINAR TO DISSEM

EVALUATION AND REPORTING

To successfully achieve the project objectives; the following performance indicators have been set:

CALL INDICATORS	KPI	TARGET	COMPLIANCE	WPS	
	NETWORK KPIs				
	Number of resilience preparedness/business continuity plans	4 (one per EPICENTRE targeted sectors)	To be achieved. The related task has not started yet.	WP6	
	Number of SMEs accessing market information	No. of SMEs participating in EPICENTRE webinars and B2Bs>500	201 SMEs participating in webinars.	WP3 WP6	
	Number of policy papers addressing key value chain constraints submitted to regional, national and EU authorities	1	To be achieved. The related task has not started yet.	WP6	
	INNOVATE KPIs				
	Number of and type of new or significantly improved products (goods and/or services), processes, new marketing methods, or new organisational methods, or eco-innovative and resource-efficient solutions developed by businesses/SMEs directly benefitting from the action	% of supported SMEs that achieve market phase and demonstrate 1st customers/ early adopters >60%	To be achieved. The related task has not started yet.	WP6	
	The contingency plan signed by consortia partners and SMEs supported.	50 contingency plans signed by EPICENTRE partners and SMEs consortia supported	To be achieved. The related task started in June 2023.	WP6	



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CALL INDICATORS	KPI	TARGET	COMPLIANCE	WPS	
	TRAINING KPIs				
	Number of SMEs investing in skill development of their employees in the scope of the project	% of SMEs investing in skill development of their employees: 100% of the EPICENTRE supported SMEs	To be achieved. The related task has not started yet	WP4 WP6	
	GO INTERNATIONAL KPIs				
	Number of collaboration agreements signed with entities in third countries	No. of new collaborations between the EPICENTRE clusters and/or with other clusters in third countries: >10	To be achieved. The related task has not started yet.	WP5 WP6	
	Expected impact of business agreements and joint collaborative projects supported through this action in terms of increased exports, increased jobs in Europe, new talents attracted, critical imports secured and direct foreign investments	Potential No. of jobs created by EPICENTRE project at the end of the project >20 Potential No. of jobs created by EPICENTRE beneficiaries (SME & corporates) in the long run >100	To be achieved. The related task has not started yet	WP6	
	COMMUNICATION ACTIONS KPIs				
	Number of Social Media followers (per Social Media channel used)	>3000; Twitter> 750 LinkedIn>1500 Facebook>750	Twitter: 10 <u>LinkedIn: 219</u> Total: 229 followers	WP6	

PROJECT INDICATORS

WP	TASK	LEADER	KPI	TARGET	COMPLIANCE
WP6	6.1	CLDI	Number of posts on project's social media channels	> 500	250
WP6	6.1	CLDI	Entries (articles/press releases) in local, regional, national and European press, both printed and online	> 150	87
WP6	6.1	CLDI	Specialised blog posts on the project website	>100	40
WP6	6.1	CLDI	Number of EPICENTRE Newsletters delivered	12	27
WP6	6.2	CLDI	Number of workshops, webinars, and roadshow info days (both online and in-person)	>12	20
WP6	6.2	CLDI	Number of European innovators informed about project's Open Calls	>1500	>2.274
WP6	6.2	CLDI	Number of identified and established communication synergies with other EU funded projects	> 20	4
				75% of the programme participants (SMEs and corporates)	To be achieved
WP6	6.3	CLDI	Number of companies responding to the monitoring surveys:		
WP6	6.4	CLDI	Non-commercial exploitation will be achieved through 5 publications in peer-reviewed national and scientific journals	5	To be achieved
WP6	6.4	CLDI	Commercial exploitation will focus on preparation of the business model suitable for EPICENTRE exploitable assets with identified variations of business models, market and sustainability strategies identified for individual exploitation by clusters.	1	To be achieved
WP6	6.5	CLDI	% of total EPICENTRE budget used to support innovation in SMEs directly	> 75%	To be achieved
WP6	6.5	CLDI	% of supported SMEs' projects have reached their objectives	>80%	To be achieved
WP6	6.5	CLDI	% of support SMEs' projects include a gender-neutral innovation	>90%	To be achieved

6. Upcoming Activities

COMMUNICATION ACTIVITIES

LAUNCH PHASE

- Communicate the 25 proposals selected
 - Creation of an article / blog post with the information, the name of the companies and publish it on partner's websites and ECCP Portal.
 - Post on Social Media. Mention the 25 companies
 - Send a Newsletter with this information
- Communicate that the launch phase has started
 - Blog post + social media about all the activities that the launch phase contains

- Share the activities that will be carried out on social media to keep the audience updated

CORPORATES

- Communicate that the possibility of more corporates joining the project is open
 - Send massive newsletters
 - Use partner's social media channels to spread the word
 - Use the participation in networking events to explain it



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COMMUNICATION ACTIVITIES

SECOND CALL

In order to effectively disseminate the second call for SMEs and startups, a comprehensive and strategic communication plan will be put into action. Various communication activities will be employed:

- Multi-platform Approach: Utilize the project's website, the partner's social media channels, and email newsletters to reach a wider audience.
- Engaging Content: Create blog posts and social media posts with informative content, including videos, infographics, and success stories of previous participants to attract potential applicants. Update the videos with the new information.
- Email campaigns: Newsletters potential applicants.
- Participation in networking events and publication of the opportunity in external websites and marketplaces such as https://openchallenges.accio.gencat.cat/components/19329?classifier_ids=313715&types=Marketplace%3A%3AAccio2
- Collaborations with Local Authorities and Influential Partners.
- Organize Webinars and Information Sessions.
- Media and Press Releases: Issue press releases and engage with media outlets to garner media coverage and increase project visibility.
- Share it with the Eurocluster network and ECCP.



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EVENTS TO DISSEMINATE THE SECOND CALL

Second edition of the #BreakingBarriers webinar:

The speakers will share their insights and experiences on how to break through obstacles and achieve your goals. The audience will learn about:

- Ways to break through the barriers women often face in male-dominated industries.
- How EPICENTRE project can help you as a SME / startup overcoming common challenges
- Tips on how to leverage your strengths and turn weaknesses into opportunities.

EPICENTRE SUSTAIN GALA

A Gala will take place **at the final of the Sustain phase**.

A showcase event will take place in which the 12 from the 1st group and 13 from the 2nd group sub-granted projects will present their journey through the business support program and their developed solution.

- SMEs sub-granted projects will have to pitch their projects in front of an audience of different innovation actors.
- SMEs will have the opportunity to directly interplay with corporates and other innovation actors in order to set the ground for the execution of a joint pilot test afterwards.
- The best 3 projects from each group (6 projects in total for the whole project duration) that are ready to make a test-bed with corporates will pass on to the next phase.

First Gala: Barcelona (September 2024)

Second Gala: Italy (February 2025)



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ANNEX 1:

LOGOS



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EPICENTRE



EPICENTRE



EPICENTRE

ANNEX 2: TEMPLATES



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WORD TEMPLATE



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Project Deliverable

EPICENTRE PROJECT

September 2022



Project Acronym	EPICENTRE
Project Title	EmPowering Industrial eCosystems to boost clustEr facilitated greenN and digiTal tRansition in Europe
Project Coordinator	-
Project Duration	-
Deliverable No.	Dx.y: title
Dissemination level*	
Work Package	WP x - title
Task	Task x.y: title
Lead beneficiary	Partner name
Contributing beneficiary/ies	Partner names
Due date of deliverable	DD Month 201Y
Actual submission date	DD Month 201Y

Nature: R = Report, P = Prototype, D = Demonstrator, O = Other
 Dissemination level: PU = Public
 PP = Restricted to other programme participants (including the Commission Services)
 RE = Restricted to a group specified by the consortium (including the Commission Services)
 CO = Confidential, only for members of the consortium (including the Commission Services)

DOCUMENT HISTORY

Version	Date	Authors	Description
1		Name 1,2,...	Partner 1

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Table of contents

1	Executive Summary	6
2	Introduction	7
2.1	<i>Scope</i>	7
2.2	<i>Audience</i>	7
2.3	<i>Abbreviations and Acronyms</i>	7
2.3.1	Overview.....	7
2.3.2	Screen.....	7
3	What is EPICENTRE?	8
3.1	<i>What are the benefits for corporates?</i>	9
3.1.1	Establishing SMEs – Corporate.....	9
3.1.2	Corporates Participation.....	9
3.1.3	Epicentre impact.....	10
3.2	<i>Finances</i>	11
3.2.1	Tables.....	12
4	Board of participants	13
4.1	<i>Numbers</i>	14

Table of Figures

Figure 1: Communication flow from installed devices to UI	Error! No s'ha definit el marcador.
Figure 2: Dashboard visualization from the App	Error! No s'ha definit el marcador.
Figure 3: Desktop view of the Dashboard	Error! No s'ha definit el marcador.
Figure 4: Logging in the Dashboard	Error! No s'ha definit el marcador.
Figure 5: Forgot password screen	Error! No s'ha definit el marcador.
Figure 6: Navigation elements	Error! No s'ha definit el marcador.
Figure 7: Overview screen.....	Error! No s'ha definit el marcador.
Figure 8: Ecological target widget.....	Error! No s'ha definit el marcador.
Figure 9: Total energy widget.....	Error! No s'ha definit el marcador.
Figure 10: Consumed energy widget	Error! No s'ha definit el marcador.
Figure 11: Produced energy widget	Error! No s'ha definit el marcador.
Figure 12: Ecological savings widget	Error! No s'ha definit el marcador.
Figure 13: Your battery widget	Error! No s'ha definit el marcador.
Figure 14: Heat pump widget	Error! No s'ha definit el marcador.
Figure 15: Engagement screen	Error! No s'ha definit el marcador.
Figure 16: Daily summary widget	Error! No s'ha definit el marcador.
Figure 17: Your rank widget	Error! No s'ha definit el marcador.
Figure 18: Tips widget.....	Error! No s'ha definit el marcador.
Figure 19: Badges widget	Error! No s'ha definit el marcador.
Figure 20: Leaderboard widget.....	Error! No s'ha definit el marcador.
Figure 21: Your energy chart	Error! No s'ha definit el marcador.
Figure 22: Energy sources chart	Error! No s'ha definit el marcador.
Figure 23: Synoptic	Error! No s'ha definit el marcador.
Figure 24: Your costs chart	Error! No s'ha definit el marcador.
Figure 25: Tariff chart	Error! No s'ha definit el marcador.
Figure 26: Notifications widget	Error! No s'ha definit el marcador.
Figure 27: Contact form	Error! No s'ha definit el marcador.
Figure 28: Top bar widgets.....	Error! No s'ha definit el marcador.
Figure 29: Walkthrough steps.....	Error! No s'ha definit el marcador.

1 Executive Summary

2 Introduction

2.1 Scope

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2.2 Audience

2.3 Abbreviations and Acronyms

2.3.1 Overview

2.3.2 Screen

3 What is EPICENTRE?

EPICENTRE is a project funded by the Single Market Programme (SMP), call Joint Cluster Initiatives (Euroclusters) for Europe's recovery, from the European Commission.

EPICENTRE seeks to create new cross-sectoral value chains by establishing a SMEs – Clusters – Corporate from Digital and Fintech to Health and Agri-food sectors.

Driven by 3 key sectoral European clusters from Spain, Italy and Lithuania, the innovation potential of at least 100 top SMEs will be exploited to develop or improve new products and services that adapt food to the needs of each individual and that promote healthier and more sustainable lifestyles with the environment.

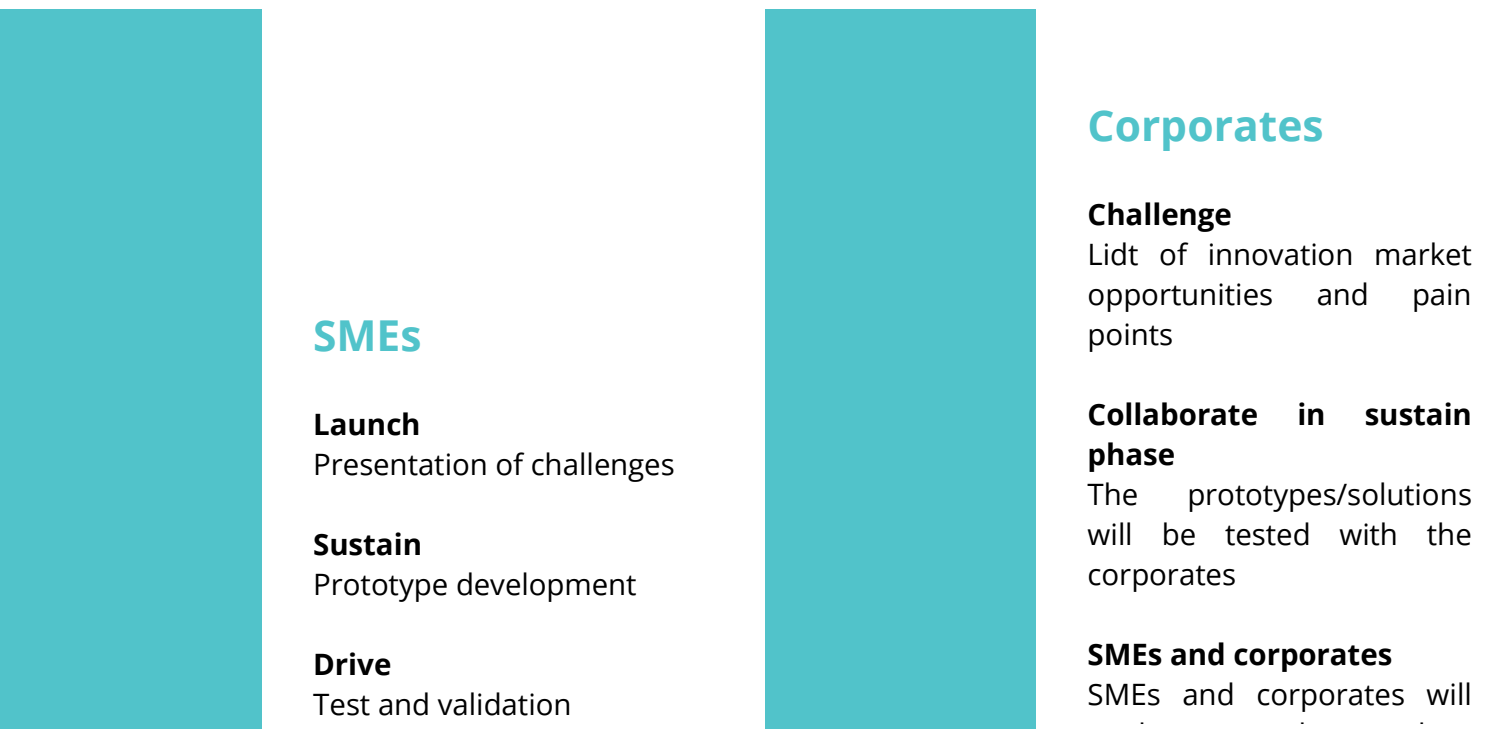


Peu de fotografia – proiecte EPICENTRE

3.1 What are the benefits for corporates?

- Assistance in identifying the main pain points
- Find tailored solutions for the corporates' specific Key Performance Area needs.
- EPICENTRE will facilitate the creation of startup/SME consortia that can address the corporates' burning issues with innovative solutions that are beyond the capabilities of a single company.

3.1.1 Establishing SMEs – Corporate



3.1.2 Corporates Participation

1. If you are a corporate in Health and Agri-food sector, contact us!
2. Corporates will be asked to identify a list of innovation market opportunities and pain points from an organisational perspective that could address these challenges.
3. Clusters will perform short interviews each with the innovation managers of corporates.

4. Each corporation will be approached to show them clearly how EPICENTRE can serve their specific needs.
5. Open call for corporates: Its specification will be published.
6. The invitation to join EPICENTRE to corporates will be agreed after the evaluation of the corporate's applications by a Selection Committee.
7. Partnership agreement.



Oedin Suredan
Chief Executive Officer

3.1.3 Epicentre impact

- Improve the resilience of the EU industrial ecosystems by developing value chains interlinkages in the EU single market
- Build capacity to increase strategic autonomy in the most critical supplies and technologies of their ecosystems, including upscaling of manufacturing facilities
- Reinforce transformation into a greener and more digital economy
- Foster up and re-skilling of the workforce whilst attracting talents
- Reconnect and boost access to global supply and value chains

3.2 Finances

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Bibendum Placerat

STATEMENT OF OPERATIONS DATA	2020	2019	2018
Net sales	\$746,659	\$746,659	\$729,083
Gross profit	\$406,496	\$406,496	\$398,349
Operating income	\$69,636	\$69,636	\$60,437
Net income	\$42,931	\$42,931	\$32,478
PER SHARE DATA			
Net income per diluted share	\$1.47	\$1.47	\$1.11
Diluted weighted average common shares	29,276	29,276	29,239
BALANCE SHEET DATA			
Cash and securities	\$135,836	\$135,836	\$103,563
Working capital	\$169,582	\$169,582	\$127,631
Current ratio	2.25 to 1	2.25 to 1	1.96 to 1
Total assets	\$654,434	\$654,434	\$617,285
Total debt, including capital lease obligations	\$130,912	\$130,912	\$131,289
Shareholders' equity	\$367,215	\$367,215	\$334,150
Debt as % of equity	35.6%	35.6%	39.3%
Debt as % of capital	26.3%	26.3%	28.2%

Amounts in thousands, except per share data. Fiscal years ended June 30.

(a) Includes cash and cash equivalents, marketable securities, and restricted cash and investments.

Ligula Porta

↓ **8.2 billion**
(8.3 billion in 2019)

Pulvinar Nibh

↑ **2.2 billion**
(2.0 billion in 2019)

Bibendum Placerat

↓ **1.1 billion**
(1.2 billion in 2019)

Porta Pulvinar

↑ **20.2 billion**
(19.3 billion in 2019)

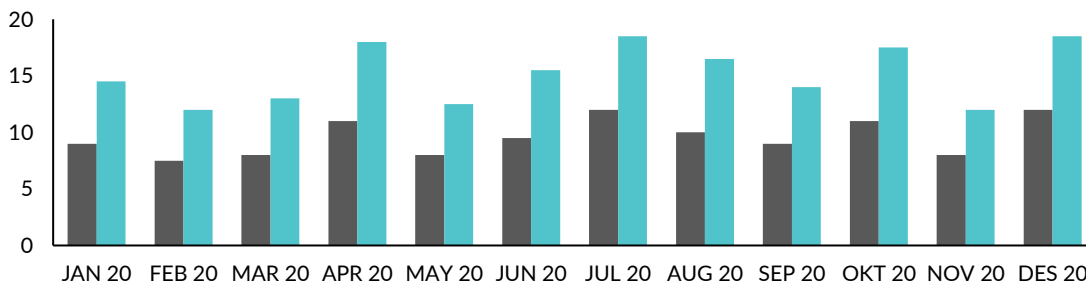
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↑ **14.3 billion**
(13.7 billion in 2019)

Porta Placerat

↓ **21.5 billion**
(21.2 billion in 2019)

3.2.1 Tables



4 Board of participants

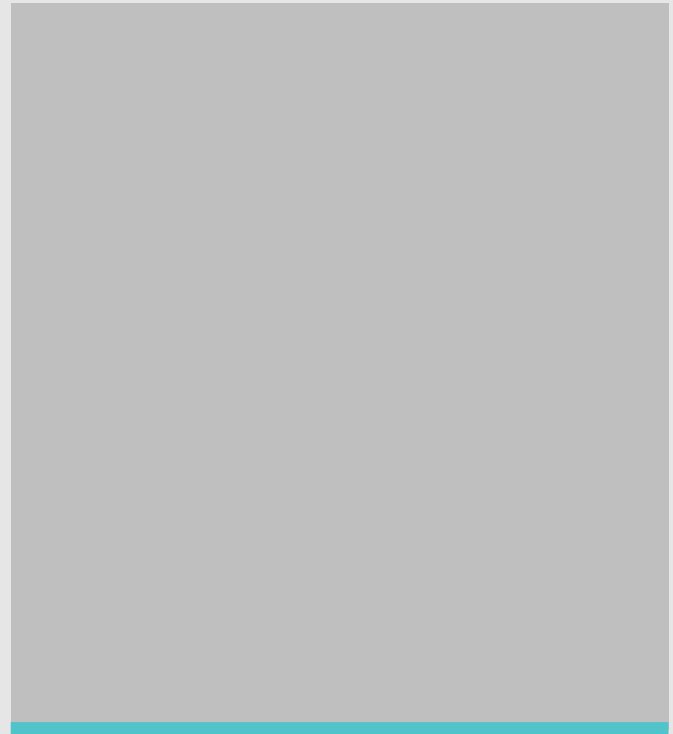
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Name Surname

Chairman

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4.1 Numbers

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POWER POINT TEMPLATE



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[TITLE]



EmPowering Industrial eCosystems to boost clustEr facilitated greenN and digiTal tRansition in Europe



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Contents

1. CONTENT 1

2. CONTENT 2

3. CONTENT 3

4. CONTENT 4

5. CONTENT 5



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1. Title

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ANNEX 3:

COMMUNICATION MATERIAL



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INFORMATION ABOUT EPICENTRE PROJECT FOR SMES AND STARTUPS

EPICENTRE is an European project that seeks innovative solutions for the **challenges** of the Agrifi-food, Health, Digital-Fintech sectors through the collaboration between corporates and SMEs / Startups.

SMEs and Startups have to propose innovative solutions aimed to solve these corporate challenges:

DIGITAL - FINTECH



Challenge 1: How to apply digital finance solution (fintech) to cross- sectoral fields (data science, AI, blockchain, machine-learning, cybersecurity)

Challenge 2: Digital Payment and Digital Identity (block chain, data sharing, digital transformation, gamification)

AGRI-FOOD



Challenge 1: Monitoring the health status of food production and shelf-life extension (security)

Challenge 2: New packaging materials and smart use of resources (sustainability, automation and security)

HEALTH



Challenge 1: Development of new digital solutions in the learning and behavioural sphere that can be used by patients and families (virtual care and new products)

Challenge 2: New therapeutic solutions derived from natural products and organic extractions (sustainability and new products)

ACCELERATION PROGRAM AND EPICENTRE ACADEMY

The selected projects will receive up to **EUR 42.400** for the development of their innovative projects ([ACCELERATION PROGRAM](#)) and will also benefit from additional business support services such as training workshops, mentoring and, matchmaking events ([EPICENTRE ACADEMY](#)) valued in **EUR 6.850** to ensure that the innovative projects develop a marketable product, as well as the collaboration with Corporates.

2 CALLS

1st. March 2023

2nd. October 2023

3 PHASES

The call for proposals is designed as an [Open Innovation Challenge competition](#).

LAUNCH PHASE

In total up to 50 projects (25 project per cut-off) will be selected to enter into the LAUNCH phase, receiving EUR 1.400 financial support and a limited pool of business support services delivered by the EPICENTRE Academy.

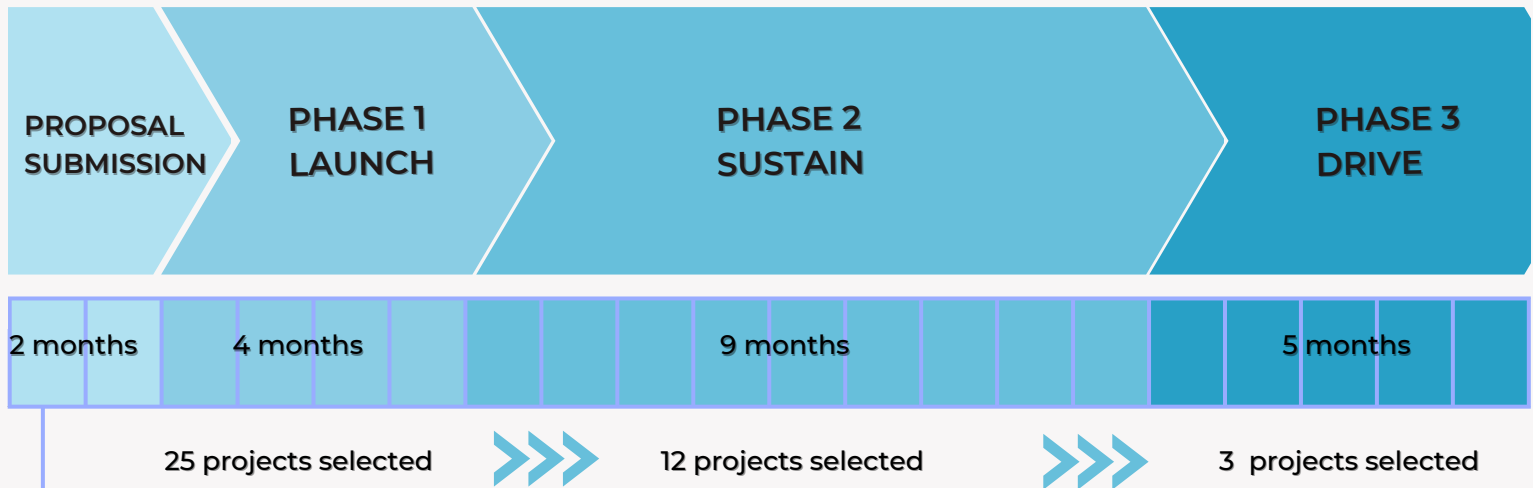
SUSTAIN PHASE

Up to 25 top-ranked proposals (12 projects in the 1st cut-off and 13 projects in the 2nd cut-off) in the LAUNCH phase will move forward to the SUSTAIN phase, receiving up to EUR 31.000 financial support plus a full package of Business Support Services delivered by the EPICENTRE Academy.

DRIVE PHASE

The runner-up 6 projects (3 projects per cut-off) from the SUSTAIN phase will move forward to the DRIVE phase and will receive EUR 10.000 financial support and a set of ad hoc Business Support Services delivered by the EPICENTRE Academy.

1st call for proposals:



1st call:

- Open: 28 march 2023
- Close: 29 may 2023 at 17:00h CET
- Result publication: July 2023

	EPICENTRE Acceleration Program Amount per project (EUR)	EPICENTRE Academy Amount per project (EUR)	Total per phase Amount per project (EUR)
LAUNCH PHASE 1st call: 25 SMEs-projects selected 2nd call: 25 SMEs-projects selected	1.400	850	2.250
SUSTAIN PHASE 1st call: 12 SMEs-projects selected 2nd call: 13 SMEs-projects selected	31.000	3.500	34.500
DRIVE PHASE 1st call: 3 SMEs-projects selected 2nd call: 3 SMEs-projects selected	10.000	2.500	12.500
Total funding support per SMEs projects	42.400	6.850	49.250

More information and applications here:
<https://epicentre.idconsortium.com/>

[APPLY HERE](#)



WOULD YOU LIKE TO PARTICIPATE IN EPICENTRE PROJECT?

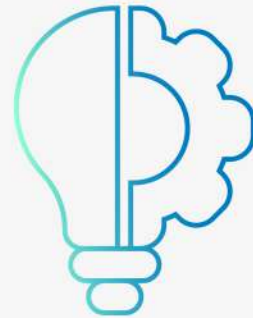
EPICENTRE is a co-funded project by the European Commission that seeks to create new cross-sectoral value chains by establishing a **SMEs - Clusters - Corporates** from Digital and Fintech to Health and Agri-food sectors.



WHY SHOULD YOU PARTICIPATE?

Participating in EPICENTRE you will address a burning issue in your company with an innovative solution.

- Identify your challenges and pain points you would like to solve
- Find tailored solutions for specific Key Performance Area needs
- An SME will provide you a prototype to cover your need and you will be able to test it
- Explore future collaboration agreements Corporate-SME in order to create a startup/SME consortia



HOW TO PARTICIPATE?

1 Contact



2 Interview



3 Approach



4 Open Call



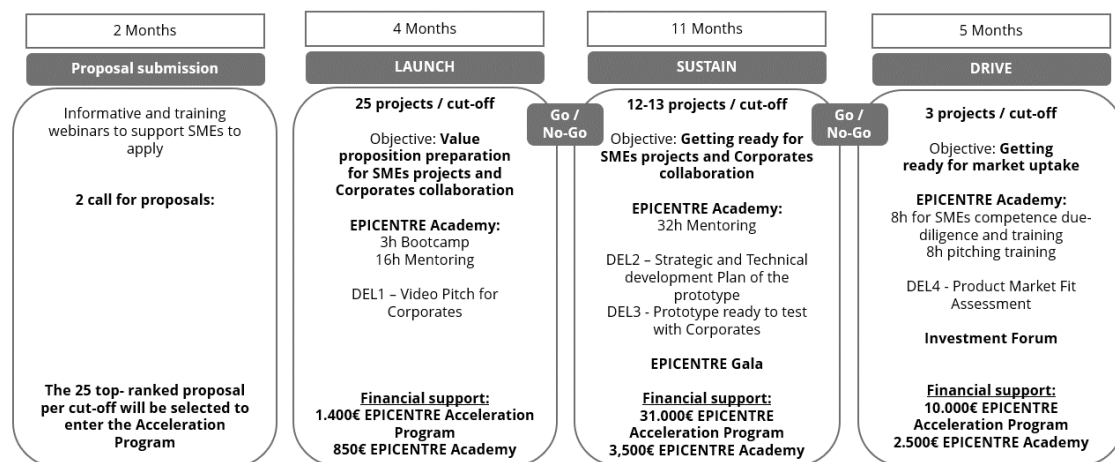
5 Invitation to join



Information for Corporates about EPICENTRE Project

What will the SMEs and Startups do?

The **EPICENTRE Acceleration Program** is a **3-step funnel acceleration programme divided in the LAUNCH, SUSTAIN and DRIVE phase**. Each phase looks forward to advancing SMEs projects to achieve at least TRL 8, in collaboration with Corporates and by enhancing their hard and soft skills and competences, with an innovation and entrepreneurship approach.



EPICENTRE will provide the following **business support services** to the selected projects to contribute to enhance their innovation capabilities, achieve the product market fit phase either by facilitating a business collaboration with corporates or other market players (sales agreement, licensing, investment in the SME or acquisition...) or getting early adopters to use the technology, as well as financing.

The awarded SMEs will enter into the Acceleration program and **EPICENTRE Academy** described in the previous sections. Both initiatives run simultaneously across the 3 defined phases: LAUNCH - SUSTAIN - DRIVE.

Phase 1: Launch (25 project proposals)

This phase runs during the first **4 months** after the selection of proposals. Projects will be requested to attend the **EPICENTRE Bootcamp** provided by **Worsley Acceleration Services**¹.

In this bootcamp, **SMEs will be guided on how to work with Corporates, receiving additional coaching support to prepare a video pitch presenting their value proposition.** SME's will also have the chance to participate in networking activities.

The main **outcome** of the LAUNCH phase is the submission of the **"Video pitch with value offer to the Corporates" (D1).** **The 25 project** will receive **EUR 1.400 financial support.** → **As a corporate you will have the chance to see and evaluate all the video pitches from the SMEs and Startups.**

At the end of the LAUNCH phase, **the EPICENTRE corporate board will evaluate and select a group of the best 12 projects on the first cut-off.**

Phase 2: Sustain (12 projects)

All the **12 selected projects** from the LAUNCH phase will enter the phase 2: **SUSTAIN.** This phase runs during the following **11 months** after the project's selection.

Projects will be requested to **fine-tuning their technical requirements and to develop a minimum viable product** which serves to (i) verify some key functional aspects of the intended solution, (ii) demonstrate the technical feasibility of the proposed solution under a representative operational environment, (iii) provides technical solutions for all critical functionalities, but usually does not have all the functionalities of a final product.

During this phase, SMEs will receive a **full package of Business Support Services**, including training activities, mentoring and coaching sessions.

At the end of the SUSTAIN phase, the **EPICENTRE Gala** will be held. SMEs-projects will have to pitch their projects in front of an audience of different innovation actors. **The corporate board will evaluate and select the best 3 projects that are ready to make a test-bed with corporates,** will pass on to the next phase.

The main **outcome** of the SUSTAIN phase is the submission of the **"Strategic and Technical development Plan of the prototype" (D2)** and the **"Prototype ready to test with Corporates" (D3).**

- D2 - "Strategic and Technical development Plan of the prototype" will provide a detailed description of the design characteristics and the scope of the prototype and the required steps to implement it within the project.
- D3 - "Prototype ready to test with Corporates" will describe the minimum viable product achieved characteristics, its functionalities and the test bed project plan to be performed with the Corporates.

Upon completion and approval of the deliverables (D2 and D3) all 12 selected projects will receive **EUR 31.000 financial support.**

The EPICENTRE team will facilitate the interaction of the SMEs with the Corporates involved in the Acceleration Program.

¹ <https://worsley.ac/>

Phase 3: Drive

The **3 selected projects** will enter in the **Phase 3: DRIVE of the Accelerator Program, developing test-beds with Corporates** acting as “intrapreneurs in residence”. This phase runs during 5 months after the selection of proposals.

Projects will be supported **to continue evolving their products/ services in a real corporate environment and to explore opportunities for long-term partnerships** with big industrial players and other collaborative business models.

The main **outcome** of the DRIVE phase is the submission of the **“Product Market Fit Assessment” (D4)** document. This document should describe in detail how the technology will be materialized into a new and successful marketable solution.

Upon completion and approval of the deliverable, all 3 selected projects will receive **EUR 10.000** financial support.

Networking with Corporates

The EPICENTRE team will facilitate the interaction of the SMEs with the Corporates involved in the Acceleration Program. **SME's participating in the SUSTAIN and DRIVE phase will have dedicated meetings to work with Corporates in solving their challenges.** Several interactions will be made during the SUSTAIN phase for the prototype development and to develop the tests beds during the DRIVE phase.

EPICENTRE Project

Guide for Companies Participating in the Accelerator Program

LAUNCH PHASE

Content

1. Program Overview: Launch phase.....	3
2. Timeline.....	3
3. Corporates.....	3
4. EPICENTRE Academy	4
EPICENTRE Academy timeline: Launch phase	6
Communication	7
5. Video Pitch Preparation	8
Suggestions of webs applications and software.....	8
6. Submission of Video Pitch.....	10
7. Evaluation by EPICENTRE Corporate Board.....	10
8. Financial Support	11
EPICENTRE Academy funding	11
EPICENTRE Acceleration Program funding.....	12
9. Transition to SUSTAIN Phase	12

Congratulations on being selected to participate in the Accelerator Program!

This guide will provide you with an overview of the program and a step-by-step approach to navigate through the LAUNCH phase successfully.

1. Program Overview: Launch phase

The EPICENTRE Program aims to support innovative projects and help SMEs to establish partnerships with Corporates and accelerate the market uptake.

The LAUNCH phase is the first stage of the program. It is dedicated to train the participants in the Lean start-up methodology and to support them with mentoring. Its main outcome is the **submission of a "Video pitch with value offer to the Corporates"**

Each selected project will receive up to EUR 1,400 of financial support upon completion and approval of the video pitch and specified milestones and EUR 850 for the EPICENTRE Academy.

2. Timeline



3. Corporates

These are the corporates behind the challenges:

CORPORATE	Country	Sector
Mediolanum Bank	Spain	Fintech
Starshot Software	Spain	ICT/Digital
TEYME TECNOLOGIA AGRICOLA, S.L.U.	Spain	Agriculture/Food
ANGELINI CONSUMER	Italy	Health
Amadori	Italy	Agriculture/Food
XERA S.r.l.	Italy	ICT/Digital

ISIRES- Istituto Italiano Ricerca e Sviluppo Organismo di Ricerca S.r.l	Italy	ICT/Digital
Miguel Torres, SA	Spain	Agriculture/Food
Almaviva Digitaltec	Italy	ICT/Digital
Oracle Iberica	Spain	ICT/Digital
Scai Lab srl	Italy	ICT/Digital
Code Architects srl	Italy	ICT/Digital
Villa delle Ginestre Srl	Italy	Health
Kauno grūdai	Lithuania	Agriculture/Food
University of Barcelona	Spain	Health
Vikonda group	Lithuania	Agriculture/Food
Science and Technology Park of Institute of Physics	Lithuania	Other
Modernios E-Technolijios	Lithuania	Other

4. EPICENTRE Academy

EPICENTRE Academy led by Worsley offers the following program for the Launch phase:

1. Lean Startup Bootcamp (2h group session)

This session is designed to offer an in-depth understanding of the Lean Startup methodology. Stemming from Silicon Valley, Lean Startup is a cutting-edge approach that emphasizes the importance of customer feedback, iterative design, and a scientific outlook to create and manage startups. In this session, we will explore how Lean Startup principles advocate for the development of businesses and products that leverage the philosophy of validated learning, iterative product releases and a customer-centric approach to drive innovation. You will be introduced to the core concepts such as Minimum Viable Product (MVP), pivot or persevere, build-measure-learn cycle, and continuous innovation. Following the Lean Startup introduction, we will then delve into the Lean Experiment Map - a powerful tool for structuring and managing your experiments. This map will help you design experiments to validate or invalidate your startup's assumptions, allowing you to continuously iterate your product based on customer feedback and learnings. By the end of this session, you will have a solid foundation in Lean Startup principles and the knowledge to conduct productive, measurable experiments.

2. Pitch Deck Preparation Bootcamp (2h group session)

Whether you're seeking angel investors, venture capital, or simply wanting to communicate your startup vision effectively, a strong pitch deck is crucial. This group session is designed to equip you with the skills needed to create a compelling and persuasive pitch deck. We will be going through each component of a successful pitch deck, from problem identification, solution presentation, business model explanation, to team introduction and financial projections. You'll learn not just what to include in your pitch deck, but how to present it in a clear, concise and engaging way that captures the essence of your startup.

3. Individualized Lean Startup mentoring: Following the bootcamps on Lean Startup and Pitch Deck Preparation, SMEs will receive 16 hours of dedicated mentoring tailored to their specific project.

3.1. Mentoring Session 1: Application of Bootcamp Learnings - Lean Startup Part 1 (4 hours)

In this mentor-led session, participants will delve deeper into the application of key Lean Startup principles, leveraging the knowledge gained from the initial bootcamp. This session is dedicated to hands-on activities and practical application to solidify the principles learned and make them relevant for your own ventures. You'll be delving into the intricacies of the startup Bermuda Triangle, exploring the three key challenges every new business confronts - market size, product development, and the speed of customer adoption. Coupled with this, you'll refine the art of crafting a compelling Elevator Pitch that succinctly communicates your unique business idea and its potential, perfect for grabbing attention and sparking interest in just a minute or two. Finally, by utilizing the Value Proposition Canvas, we'll guide you to map out your customer profiles and value propositions, ensuring your products or services are finely tuned to address your customers' needs and wants.

3.2. Mentoring Session 2: Application of Bootcamp Learnings - Lean Startup Part 2 (4 hours)

In our second session, you will be guided to explore the strategic tool known as the Business Model Canvas, which allows startups to describe, design, challenge, and pivot their business model, covering key areas from value propositions to customer segments, channels, and revenue streams. Following this, we'll revisit the Lean Experiment Map, enabling you to design and manage focused experiments for your startup that test key assumptions and inform your iterative process. To round up, we'll delve into the continuous learning cycle of the Experiment Loop, emphasizing the Lean Startup philosophy of build-measure-learn, which promotes flexibility, adaptability, and a consistent learning approach to improving your startup's offerings based on real-world feedback.

3.3. Pitch Deck Mentoring: Video Pitch Preparation for Value Offer to Corporates (2 Sessions, each 3 hours)

Elevate your startup's potential with our tailored Pitch Deck Mentoring sessions. Over the course of two intensive three-hour workshops, you will be guided in crafting a powerful video pitch aimed at delivering a compelling value offer to corporate partners or investors.

In Session 1, we'll start by refining your value proposition, ensuring that it communicates your unique business idea, its potential impact, and its alignment with the interests of corporates. We'll then start to build your pitch deck, focusing on the key elements that resonate with a corporate audience, such as strategic alignment, potential for partnership, scalability, and commercial viability. You will also learn how to succinctly communicate your business model, team strengths, and market opportunity in a way that is engaging and persuasive.

In Session 2, we'll shift our focus to video pitch preparation. In today's digital age, a well-crafted video pitch can be a game changer. We will provide you with practical tips on scripting, filming, and editing a captivating video pitch. You'll learn how to present your startup confidently,

communicate your ideas clearly, and create an emotional connection with your audience. We'll also discuss ways to handle virtual Q&A sessions and follow-ups.

3.4. Final review (2 hours)

In this session, we'll dedicate two hours for a comprehensive review of your final video pitch and prototype development plan.

You'll receive expert feedback aimed at fine-tuning your strategy, ensuring your pitch effectively communicates your value proposition, and that your technical development plan aligns with your strategic goals.

We'll wrap up by identifying areas of focus for future training, making sure your evolving needs are met as you advance in your entrepreneurial journey.

EPICENTRE Academy timeline: Launch phase

EPICENTRE Academy led by Worsley is structured in the following way:

2023	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W							
August	1	2	3	4	5	6	7	8	9	10	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31							
September				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
October							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
November				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				

<p>Lean Startup bootcamp (2h Group session)</p> <ul style="list-style-type: none"> ▪ Bermuda Triangle ▪ Elevator Pitch ▪ Value Proposition Canvas ▪ Business Model Canvas ▪ Lean Experiment Map ▪ Lean Experiment Loop <p>Speaker: Noelia Hurtado, Urs Rothmayr, Marc Milian o Albert Rivero</p>	<p>Pitch deck preparation bootcamp (2h Group session)</p> <p>How to Come Up with a Winning Pitch</p> <p>"Knowing how to be captivating is fundamental to achieving your goals."</p> <p>Speaker: Silvia Bueso</p>
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2023	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W							
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November				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				

<p>Application of bootcamp mentorings (Lean Startup Part 1)</p> <ul style="list-style-type: none"> ▪ Bermuda Triangle ▪ Elevator Pitch ▪ Value Proposition Canvas <p>1 session (4 h)</p>	<p>Application of bootcamp mentorings (Lean Startup Part 2)</p> <ul style="list-style-type: none"> ▪ Business Model Canvas ▪ Lean Experiment Map ▪ Experiment loop <p>1 session (4 h)</p>
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2023	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	
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November	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30												

Pitch Deck Mentoring
 ■ Video pitch preparation for value offer for the corporates
 2 Sessions (2 x 3 h)

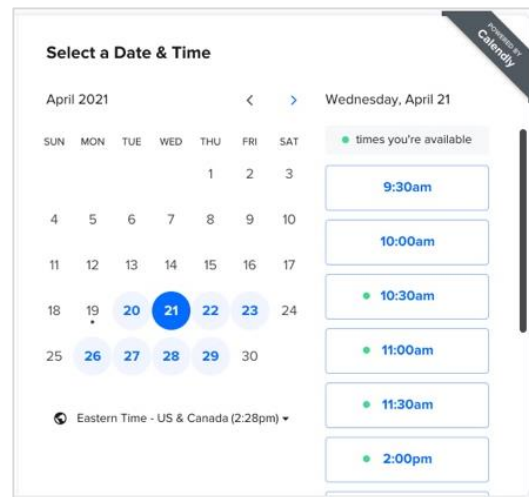
Review Strategic and Technical development plan of the prototype
 1 session (2h)

As part of our training program, your dedication and attendance to each session is essential and mandatory. Not only will these sessions enhance your knowledge, skills, and contribute to your growth, they are also a prerequisite for the continuity of your participation in the program and the reception of funding. We kindly request you to sign at the end of each session to confirm your attendance.

Session enrollment

In order to make the process of session enrollment smooth and hassle-free, we have incorporated Calendly, a user-friendly scheduling tool, into our program. Calendly is an intuitive scheduling software that allows you to effortlessly pick suitable times for the mentoring sessions.

This way, we not only streamline our scheduling process, but also ensure that it's as convenient as possible for you. As a reminder, your commitment to attend each session is essential for your participation in the program and receipt of funding.



Communication

To facilitate efficient communication and easy access to important resources, we will create a dedicated **Microsoft Teams group** for all team members. This group will serve as a centralized hub for information sharing, collaboration, and real-time discussions.

Here's how the internal communication setup will be:

- **Access to Important Documentation:** The Teams group will serve as a repository for all essential documentation related to the project. By having a centralized location for documentation, you can easily access and refer to important information whenever needed.
- **Training Material:** The Teams group will also provide access to training materials and resources.
- **Real-Time Chat:** The Teams group will feature a chat functionality that allows for instant messaging and quick discussions.
- **Announcement and Notifications:** The Teams group can be used to disseminate important announcements and notifications to the entire team.

5. Video Pitch Preparation

The main outcome of the LAUNCH phase is the submission of the “Video pitch with value offer to the Corporates”.

Preparing a compelling video pitch is essential for effectively presenting your project's value proposition. To make the most of this opportunity, follow this guideline to create an impactful video pitch:

1. Craft a clear value proposition: Your video pitch should show the unique value and benefits of your project. Clearly define what challenge your product or service solves. Make sure to highlight the value proposition early in your pitch to grab the corporate’s attention.

2. Structure your pitch effectively: A well-structured pitch helps your audience understand and remember the key points. Consider the following structure:

- **Introduction:** yourself, your company, and provide a brief overview of your project.
- **Problem statement:** Clearly articulate the challenge that your project addresses.
- **Solution:** Explain how your project solves the problem. Highlight its unique features, technology, or methodology. Use visuals, demonstrations, or prototypes to make your solution more tangible.
- **Market opportunity:** Discuss the size and potential of the target market. Identify your target audience and explain how your project meets their needs. Showcase market research, customer feedback, or any traction you've gained so far.
- **Competitive advantage:** Emphasize what sets your project apart from competitors. Highlight key differentiators, such as intellectual property, expertise, strategic partnerships, or any other factors that give you an edge.
- **Team and milestones:** Introduce your team members and their relevant expertise. Highlight key achievements or milestones reached thus far. This helps build credibility and instills confidence in your ability to execute the project successfully.
- **Conclude**

3. Use visual aids effectively: Incorporate visuals, such as slides, graphics, or video clips, to enhance the clarity and impact of your pitch. Avoid overcrowding slides with excessive text or distracting animations.

4. Keep it concise and engaging: Aim for a video pitch duration of around **3-5 minutes**. Remember that the official language is **English**. Maintain an engaging tone throughout the pitch, utilizing storytelling techniques, anecdotes, or compelling narratives to captivate the viewers' attention.

Suggestions of webs applications and software

When it comes to creating a compelling video pitch, there are various web applications and software available to assist you in recording and editing your video.

Here are some recommendations for recording:

- When it comes to recording videos for your professional video pitch, there are various options available depending on the type of recording you prefer. If you don't have access to a professional camera, using a mobile phone is an excellent alternative. With the high-resolution capabilities of the back camera, you can achieve great results. Alternatively, you can also consider using a dedicated camera. In the absence of both these devices, you can explore the option of using your PC's webcam as well.

- If you record and edit your video with a webcam, you can use:
 - Loom: it is a versatile platform that allows you to record your screen and webcam simultaneously or individually. After completing your recording, you can easily trim and edit the video to enhance its quality.
 - Recordcast: Similar to Loom, Recordcast offers a range of editing options to enhance your webcam recordings. It provides additional features and flexibility for editing your video content.

Both Loom and Recordcast are browser extensions that can be seamlessly integrated into your preferred web browser, with Google Chrome being a highly recommended choice for utilizing these extensions.

Here are some highly **recommended options for video editing:**

- If you're editing on a **computer**, consider the following options:
 - **Adobe Premiere Pro:** This software provides a comprehensive set of tools for professional video editing. It offers extensive features and capabilities. You can start with a free trial to explore its functionalities.
 - **Final Cut:** Specifically designed for Apple computers, Final Cut is a powerful editing software similar to Adobe Premiere Pro. It offers a range of advanced features for seamless video editing.
 - **InVideo (online):** InVideo is an intuitive online platform that allows you to create videos from scratch or using pre-designed templates. It offers a user-friendly interface and a wide array of editing options.
 - **Clipchamp (online):** If you're new to video editing, Clipchamp is an excellent choice. It provides a visual and intuitive editing experience, making it easier for beginners to edit their videos effectively.
- If you prefer editing on your **mobile phone**, consider the following options:
 - **Adobe Premiere Rush:** Available for both iOS and Android, Adobe Premiere Rush is a mobile video editing app that offers powerful editing capabilities on the go.
 - **iMovie:** Designed exclusively for iPhones, iMovie is a user-friendly editing app that provides a range of features and tools to create impressive videos.
 - **Power Director:** Available for both iOS and Android, Power Director is a feature-rich video editing app that offers advanced editing functionalities for mobile users.
 - **Splice:** Compatible with both iOS and Android, Splice is a user-friendly mobile app that offers a simple yet powerful editing experience, allowing you to create professional-looking videos easily.

6. Submission of Video Pitch

Please carefully follow the guidelines provided below to ensure a smooth submission process.

- **Submission Deadline:**

The last day to submit your video pitch is the **20th of November**. It is crucial that you meet this deadline to ensure your pitch is considered for evaluation. **Late submissions will not be accepted.**

- **Video Format:**

The format for your video pitch should be with a **good resolution and in horizontal**. Our recommendation is to record the video in 1080p (1920x1080) or with a high resolution. This format has been chosen to ensure consistency and compatibility across different platforms and devices. By adhering to this format, you will help us streamline the review process and provide a seamless experience for the evaluators.

- **Uploading the Video**

Please upload your video pitch to your designated folder on the Epicentre Microsoft Team platform (Launch Phase > Video Pitch Submission) . Name the file as **[Project name]_[Video Pitch]**

7. Evaluation by EPICENTRE Corporate Board

The EPICENTRE corporate board will evaluate and select the best projects for entry into the SUSTAIN phase considering the following:

Main criteria	Sub-criteria	Scoring	Weigh
1. Attendance to the EPICENTRE Academy	100% attendance	3	33,3%
	80% attendance	2	
	60% attendance	1	
2. Quality of the deliverables	High quality	3	33,3%
	Medium quality	2	
	Poor quality	1	
3. Implementation according to project plan	No deviation	3	33,3%
	Minor deviation	2	
	Major deviation	1	
	Maximum score	9	100%

8. Financial Support

As defined in the subgrant agreement, you will receive, as EPICENTRE SME beneficiary, a financial support for the EPICENTRE Academy, to be paid to Worsley and funding for participating in the EPICENTRE Acceleration Program that you can use to cover the cost for your project development within the program.

EPICENTRE Academy funding

According to the provisions defined in the subgrant agreement, the following guidelines have been established for the EPICENTRE Academy:

Disbursement Timeline:

Disbursements for the EPICENTRE Academy program are scheduled at the start of each phase of the project: LAUNCH, SUSTAIN, and DRIVE.

- At the start of the project, only the LAUNCH phase will be disbursed.
- As the Sub-grantee progresses to subsequent phases, a new disbursement will be made at the beginning of each phase.

This structure ensures that funds are available for the Sub-grantee as they move through each phase of the EPICENTRE program.

After signing the sub-grant agreement, disbursements for the LAUNCH phase of EPICENTRE Academy will be processed promptly. SMEs can expect to receive the disbursement **within ten days of signing the agreement.**

Payment Obligations:

Upon receiving each disbursement, the Sub-grantee will be issued an invoice for the total amount from WORSLEY Acceleration Services. The payment made by the Sub-grantee covers the cost of the business support services offered by EPICENTRE Academy for the corresponding phase of the EPICENTRE program, thereby ensuring the smooth operation of the program.

This invoice must be settled within seven days of receipt.

Failure to comply with this obligation will lead to the termination of the contract.

VAT Applicability:

a) Sub-grantee is a company registered in Spain:

If the Sub-grantee is a Spanish company, the invoice from WORSLEY will include VAT. This VAT is deductible for the Sub-grantee.

b) Sub-grantee is registered within the European Union but outside Spain:

If the Sub-grantee is an EU-based company outside Spain, WORSLEY will verify whether they are registered under the intracommunity VAT scheme.

- If the sub-grantee is registered in Intracommunity VAT: the issued invoice will not include VAT due to the EU reverse charge rule.

- If the sub-grantee is NOT registered in Intracommunity VAT: WORSLEY will inquire whether the Sub-grantee is willing to register for the intracommunity VAT within five working days. If the Sub-grantee chooses not to register, the invoice issued will include VAT. The Sub-grantee will then have the ability to recover this VAT according to the regulations in their home country.

These VAT regulations ensure tax compliance while also accommodating the specific circumstances of each Sub-grantee. It is crucial that all parties adhere to these guidelines to maintain smooth fiscal operations.

Failure to comply with this obligation will lead to the termination of the contract.

EPICENTRE Acceleration Program funding

Disbursement Timeline:

The corresponding disbursements for the EPICENTRE Acceleration Program will be made **within ten days** of the approval of the deliverable (video pitch).

9. Transition to SUSTAIN Phase

If your project is selected, you will transition to the SUSTAIN phase of the Acceleration Program.

12 Project will move on to the Sustain Phase.

This phase will consist of group training sessions on critical topics such as negotiation, customer development, go-to-market strategy or business model, individualized coaching with selected expert mentors and an agile project management of the development plan.

EPICENTRE

Empowering Industrial
Ecosystems to
boost cluster facilitated
green and Digital
Transition in Europe



Co-funded by
the European Union



epicentre@clusterdigital.cat



[@epicentreproj](https://twitter.com/epicentreproj)



[Epicentre Project](#)



clusterdigital.cat/projecte-epicentre/



ANNEX 4:

WEB ANALYTICS



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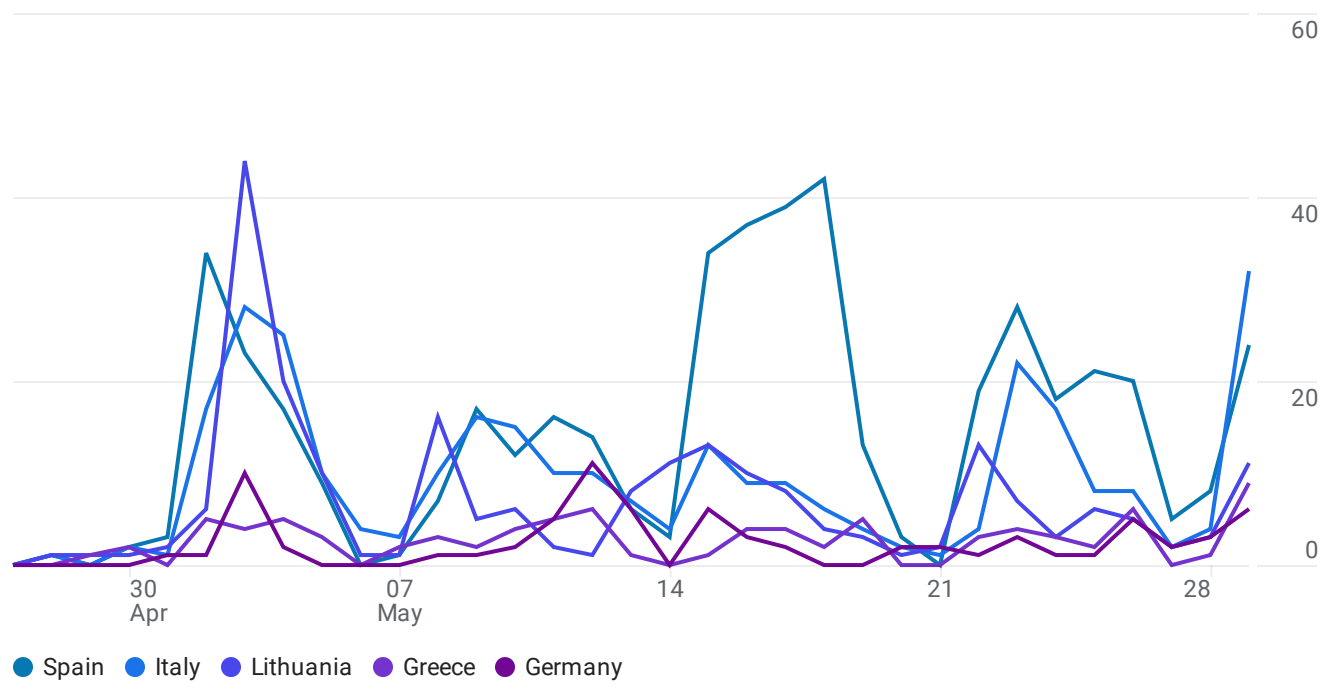
All Users Add comparison +

Custom Apr 27 - May 29, 2023 ▾

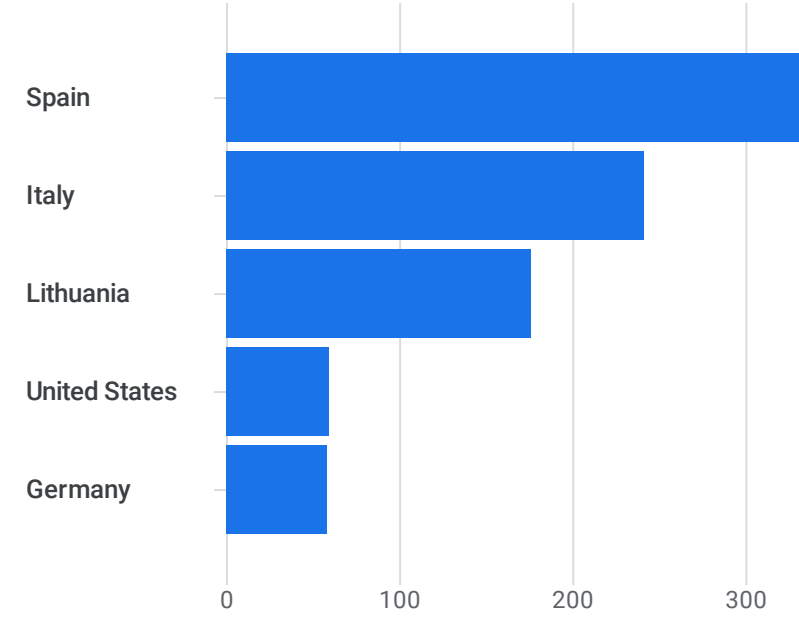
Demographic details: Country ✓ ▾

Add filter +

Users by Country over time



Users by Country



Search...

Rows per page: 10 ▾ Go to: 1 < 1-10 of 61 >

Country ▾	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total
1 Spain	341	339	411	50.93%	1.21	2m 49s	3,400
2 Italy	241	240	250	50.61%	1.04	2m 31s	1,800
3 Lithuania	176	175	167	44.77%	0.95	2m 34s	1,400
4 United States	59	57	9	13.64%	0.15	0m 06s	200
5 Germany	58	58	59	57.84%	1.02	2m 52s	400
6 Netherlands	53	49	30	44.12%	0.57	0m 47s	200
7 Greece	49	49	91	52%	1.86	7m 30s	800
8 Finland	43	42	23	43.4%	0.53	0m 26s	100
9 France	42	40	28	43.75%	0.67	1m 43s	200
10 Portugal	31	30	25	53.19%	0.81	1m 17s	100

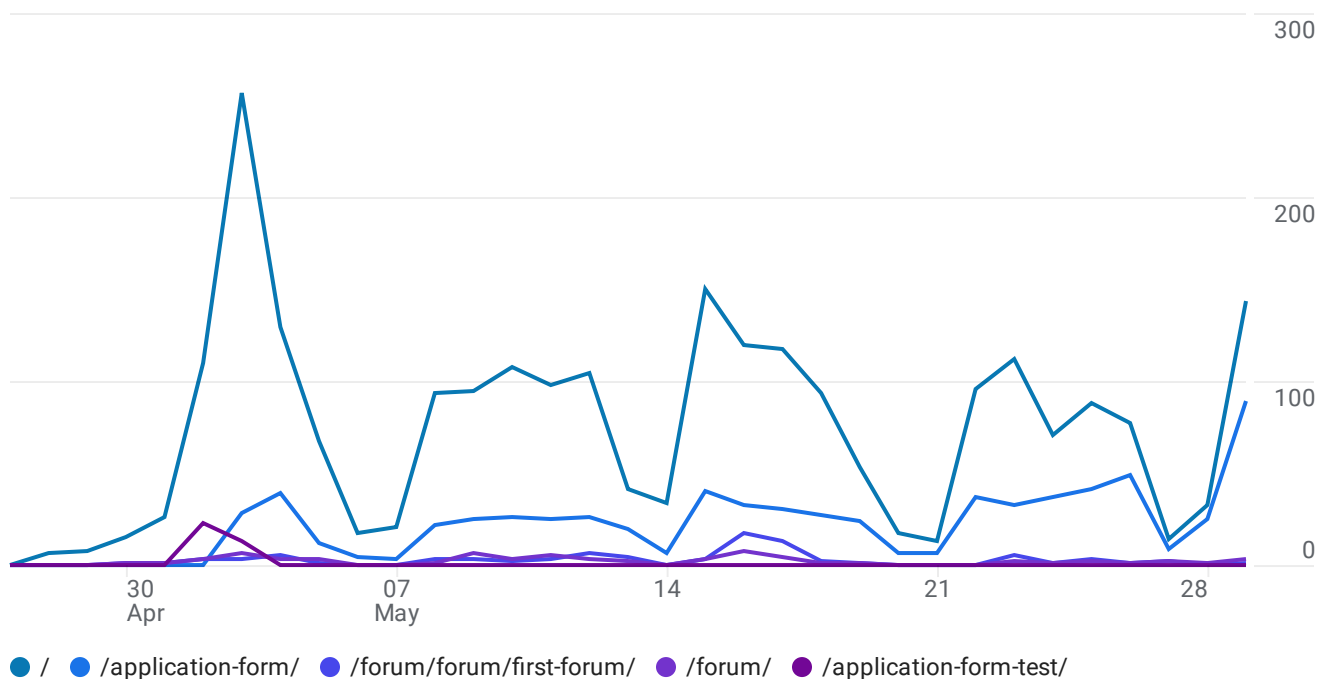
All Users Add comparison +

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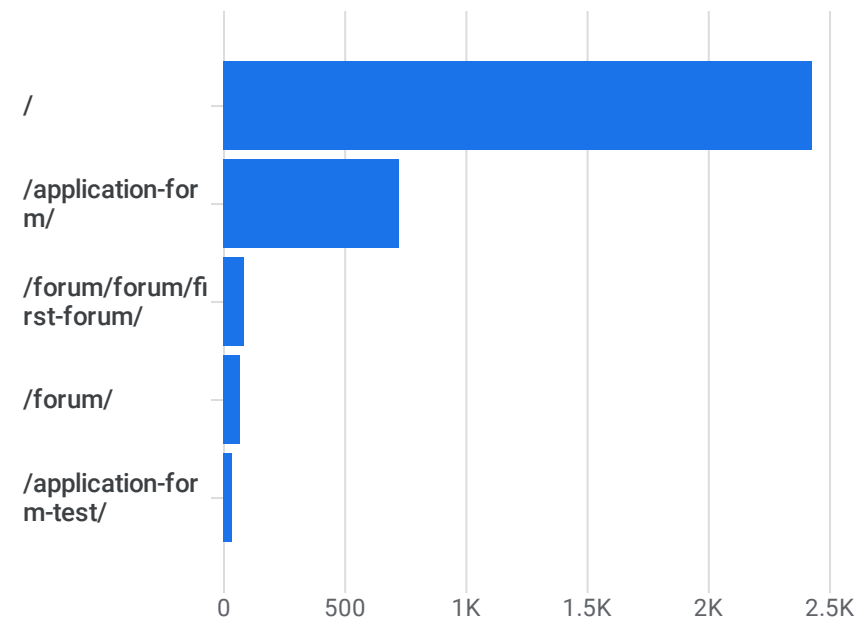
Pages and screens: Page path and screen class ✓ ▾

Add filter +

Views by Page path and screen class over time



Views by Page path and screen class



Search...

Rows per page: 10 ▾ Go to: 1 < 1-10 of 17 >

Page path and screen class ▾ +	↓ Views	Users	Views per user	Average engagement time	Event count All events ▾	Conversions All events ▾
	3,454 100% of total	1,347 100% of total	2.56 Avg 0%	2m 49s Avg 0%	11,094 100% of total	219.00 100% of total
1 /	2,428	1,303	1.86	1m 30s	7,983	2.00
2 /application-form/	724	322	2.25	5m 33s	2,302	217.00
3 /forum/forum/first-forum/	85	28	3.04	0m 17s	213	0.00
4 /forum/	68	43	1.58	0m 10s	199	0.00
5 /application-form-test/	36	9	4.00	1m 21s	98	0.00
6 /home/	27	8	3.38	1m 21s	76	0.00
7 /forum/topic/activities-that-qualify-for-support/	22	13	1.69	0m 41s	63	0.00
8 /forum/topic/deadline/	22	16	1.38	0m 07s	61	0.00
9 /forum/topic/start-up-definition/	13	10	1.30	0m 20s	30	0.00
10 /forum/topic/key-performances-areas/	9	6	1.50	0m 21s	18	0.00

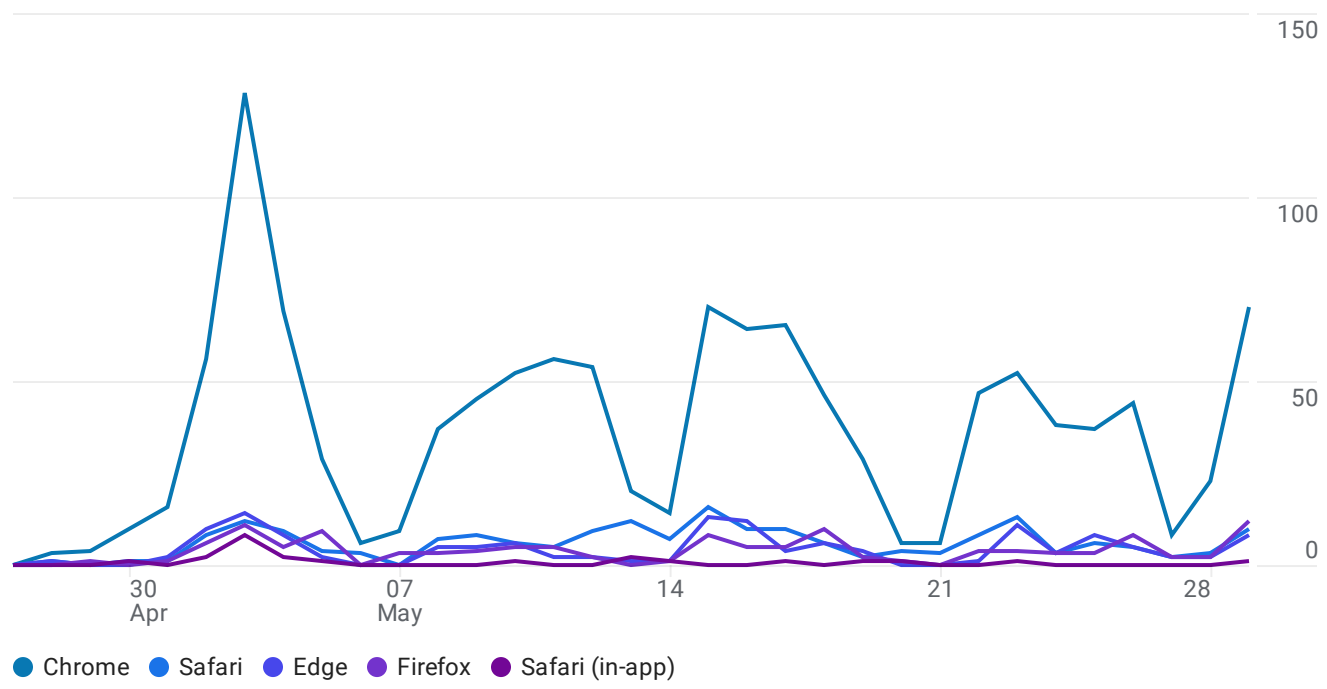
All Users Add comparison +

Custom Apr 27 - May 29, 2023 ▾

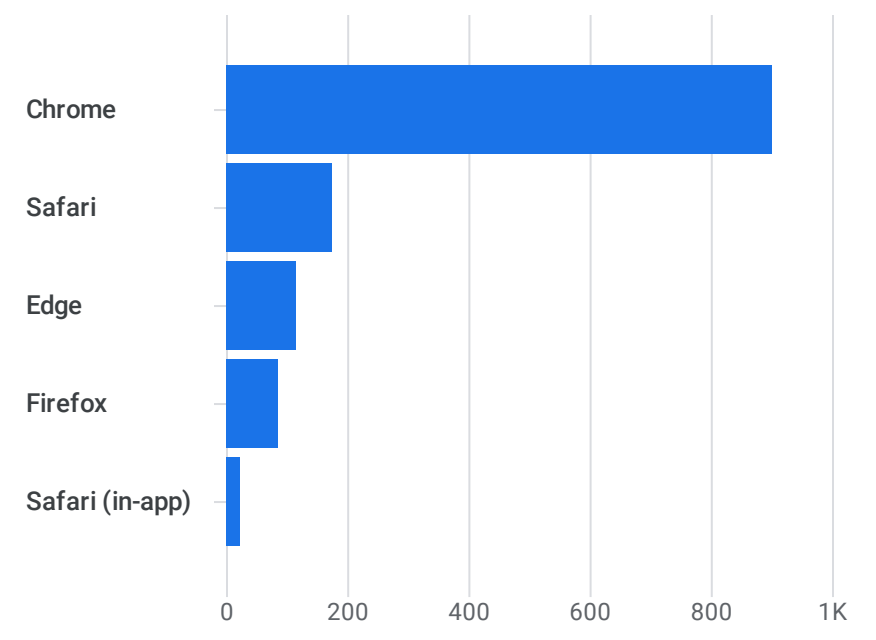
Tech details: Browser ✔ ▾

Add filter +

Users by Browser over time



Users by Browser



Search...

Rows per page: 10 ▾ 1-10 of 10

Browser	Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total
1 Chrome	900	897	984	49.37%	1.09	3m 17s	8,100
2 Safari	174	172	103	37.05%	0.59	1m 22s	900
3 Edge	115	114	109	50.23%	0.95	3m 24s	800
4 Firefox	85	83	94	49.74%	1.11	2m 01s	700
5 Safari (in-app)	23	23	6	24%	0.26	0m 24s	100
6 Samsung Internet	22	22	13	44.83%	0.59	0m 31s	100
7 Opera	14	14	16	57.14%	1.14	2m 02s	100
8 Android Webview	7	7	4	50%	0.57	0m 29s	100
9 (not set)	6	6	0	0%	0.00	0m 01s	100
10 Internet Explorer	2	2	1	50%	0.50	0m 28s	100

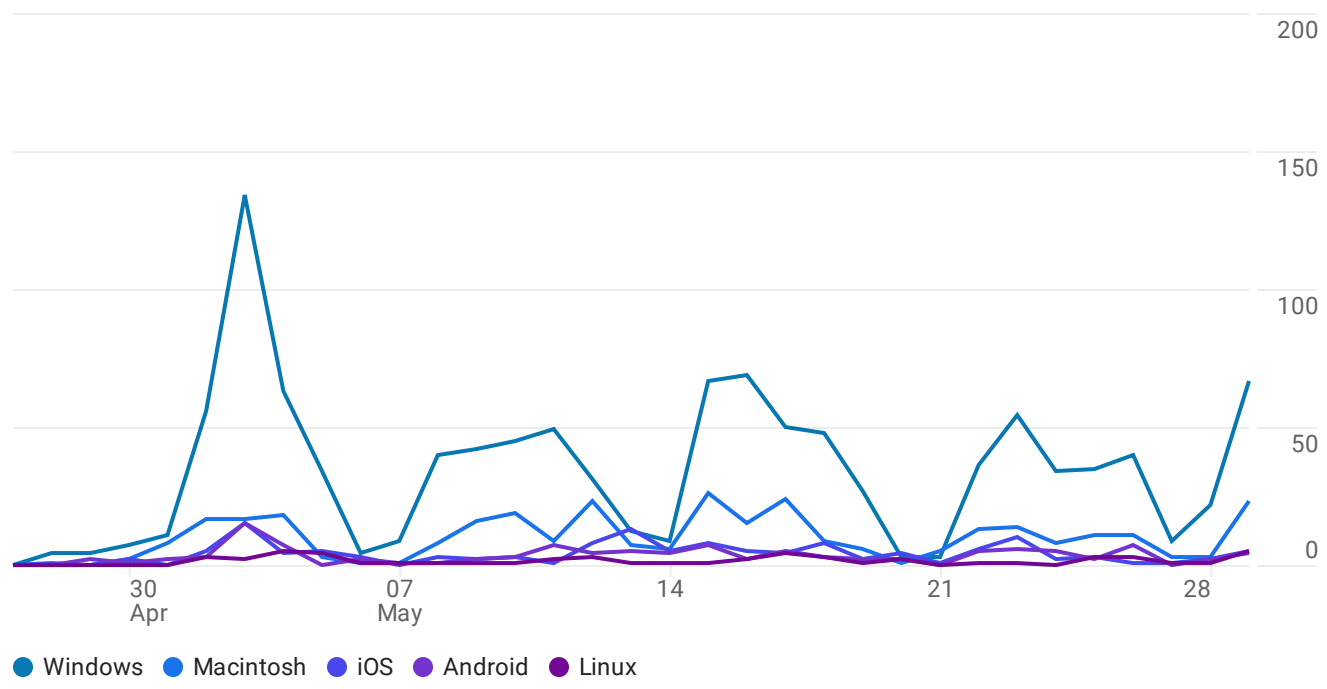
All Users [Add comparison](#) +

Custom Apr 27 - May 29, 2023 ▾

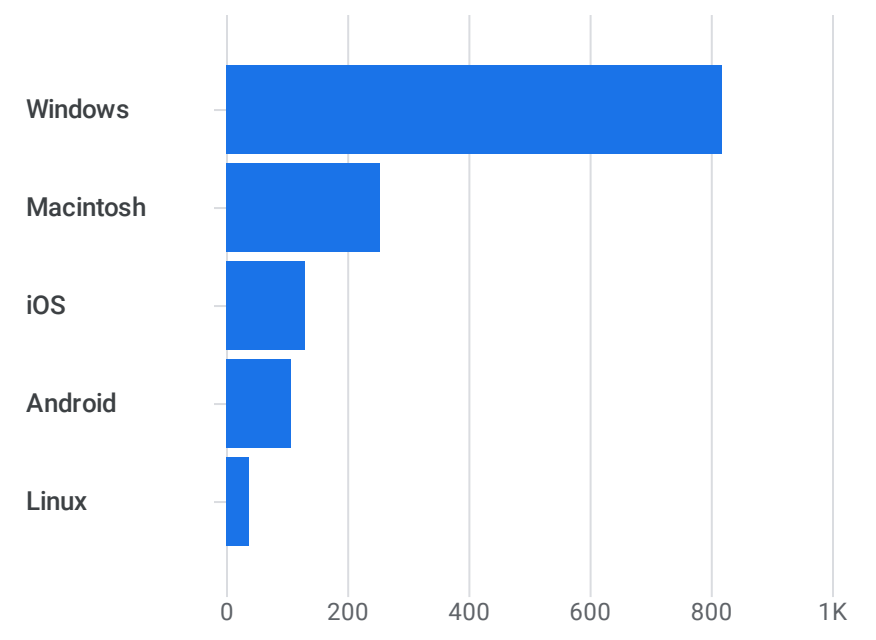
Tech details: Operating system ✓ ▾

[Add filter](#) +

Users by Operating system over time



Users by Operating system



Search...

Rows per page: 10 ▾ 1-6 of 6

Operating system ▾ +	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event co All events
	1,347 100% of total	1,340 100% of total	1,328 100% of total	47.91% Avg 0%	0.99 Avg 0%	2m 49s Avg 0%	1 100% c
1 Windows	817	813	927	50.55%	1.13	3m 37s	
2 Macintosh	253	250	252	46.75%	1.00	2m 19s	
3 iOS	129	129	36	21.18%	0.28	0m 23s	
4 Android	106	105	76	53.15%	0.72	1m 26s	
5 Linux	37	37	36	45.57%	0.97	1m 49s	
6 (not set)	6	6	0	0%	0.00	0m 01s	

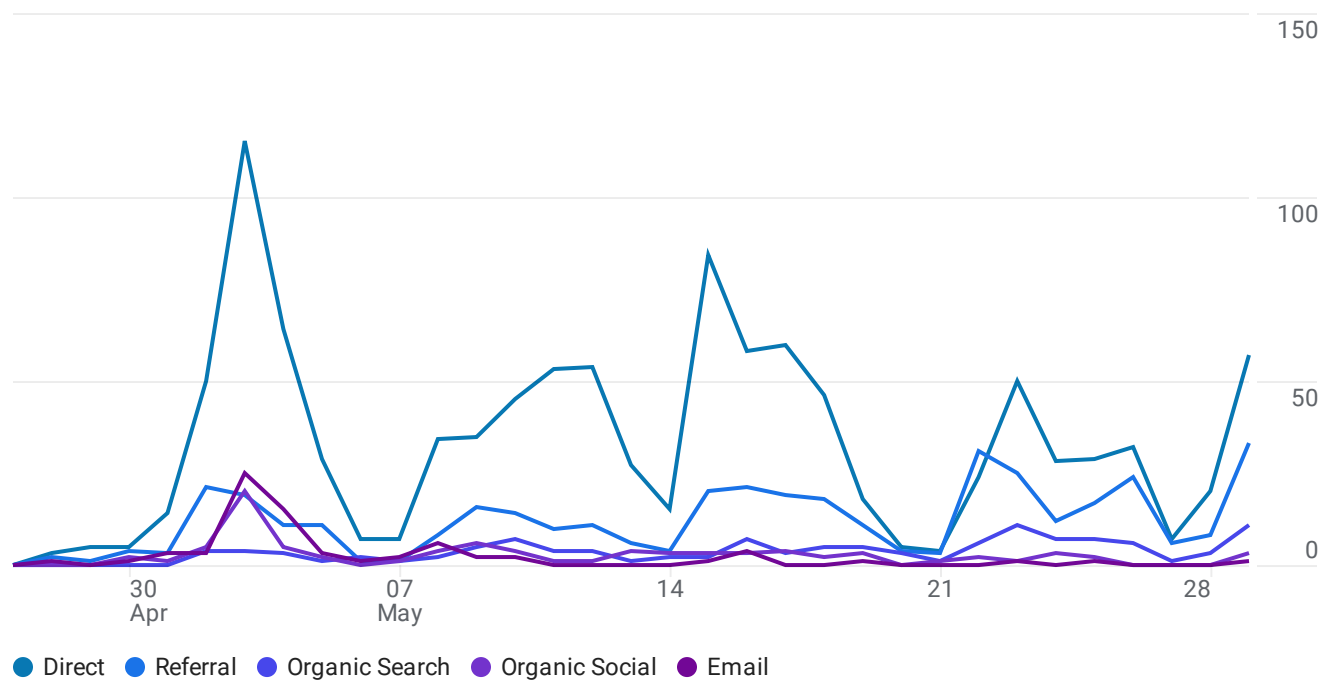
All Users Add comparison +

Custom Apr 27 - May 29, 2023

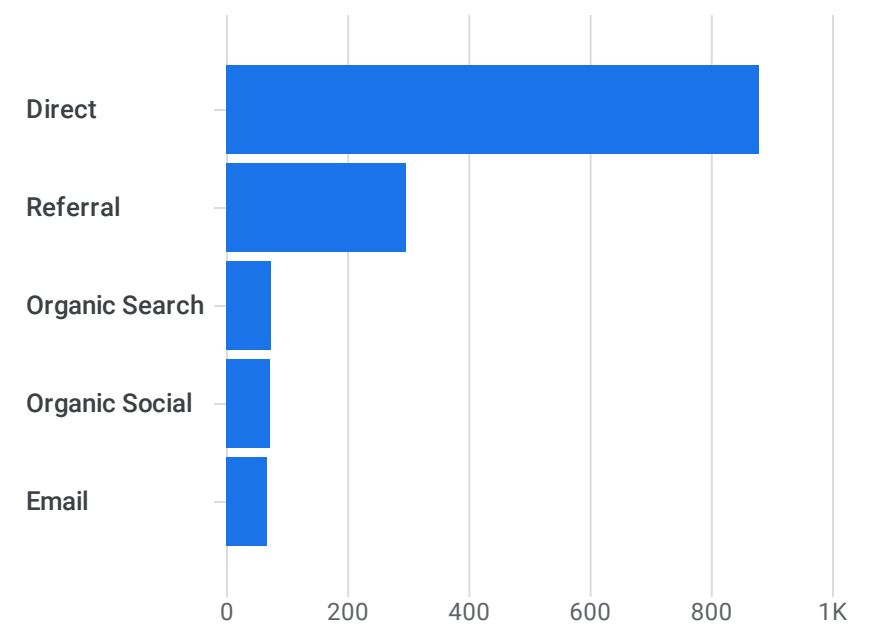
Traffic acquisition: Session default channel group

Add filter +

Users by Session default channel group over time



Users by Session default channel group



Search...

Rows per page: 10 1-7 of 7

Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session
	1,347 100% of total	2,772 100% of total	1,328 100% of total	1m 22s Avg 0%	0.99 Avg 0%	4.00 Avg 0%
1 Direct	878	1,694	749	1m 22s	0.85	3.86
2 Referral	296	625	355	1m 22s	1.20	4.21
3 Organic Search	73	207	118	1m 33s	1.62	4.69
4 Organic Social	72	147	66	1m 36s	0.92	3.84
5 Email	67	92	39	0m 31s	0.58	3.86
6 Unassigned	12	12	0	1m 06s	0.00	2.67
7 Organic Video	1	1	1	1m 48s	1.00	7.00

ANNEX 5: PRESS RELEASE



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Barcelona, 20 de juny de 2023

El projecte europeu EPICENTRE, coordinat pel Clúster Digital de Catalunya, rep un total de 80 propostes en la seva primera convocatòria a PIMES i Startups

Més de 90 petites i mitjanes empreses i startups d'arreu d'Europa han presentat les seves propostes de solucions innovadores per resoldre reptes de mitjanes i grans empreses d'àmbit europeu.

Finançat per la Unió Europea i coordinat pel Clúster Digital de Catalunya, EPICENTRE pretén abordar els objectius i reptes de grans i mitjanes empreses d'àmbit europeu dels sectors **Agroalimentari, Salut i Digital-Fintech**, amb solucions eficaces i sostenibles a través de la col·laboració entre empresa i PIME/Startup.

En total, **s'han presentat 80 propostes de la mà de més de 90 empreses de 19 països diferents**, amb la següent distribució: Espanya: 20; Itàlia: 18; Lituània: 11; Grècia: 6; Alemanya: 5; Xipre: 3; Estònia: 2; França: 2; Països Baixos: 2; Polònia: 2; Suècia: 2; Àustria: 1; Bulgària: 1; Dinamarca: 1; Hongria: 1; Letònia: 1; Luxemburg: 1; Malta: 1; Romania: 1.

Les idees presentades en aquesta primera convocatòria, que es va obrir a finals de març i s'ha mantingut oberta fins al passat 29 de maig, cobreixen varis reptes empresarials identificats prèviament per les corporacions participants. En concret, **els àmbits que han rebut més propostes han estat el de la salut i l'agroalimentari**: 30 propostes de solucions d'atenció virtual o nous productes que puguin ser utilitzades per pacients i famílies, 16 solucions de monitorització de l'estat de salut, i 15 propostes per a nous materials d'embalatges i ús intel·ligent de recursos. Per l'àmbit Digital-Fintech, les propostes han anat més enfocades a solucions de pagament digital, ciberseguretat, blockchain, gamificació o aplicació de la IA.

Tancada la primera convocatòria, s'ha iniciat el **període d'avaluació de les propostes**, on s'analitzarà el potencial i l'adequació de cada una d'elles amb els objectius del projecte. **Les 25 iniciatives més valorades seran seleccionades i entraran a formar part d'un Programa d'Acceleració amb el qual podran arribar a obtenir fins a 42.400 € per donar llum a la solució plantejada, així com 6.850 € per participar en un programa de formació i mentoring.** L'equip d'avaluació té l'objectiu d'anunciar els projectes seleccionats a mitjans de juliol.

El Clúster Digital de Catalunya, com a entitat referent en projectes de cooperació en l'àmbit TIC, **lidera EPICENTRE i actua com a part coordinadora** dintre del consorci del projecte, on hi participen també el [Clúster Campania Bioscience](#) d'Itàlia i [Lithuanian Food Exporters Association \(LitMEA\)](#) de Lituània.

EPICENTRE és un projecte finançat pel *Single Market Programme*, dins de la convocatòria *Joint Cluster Initiatives (Euroclusters) for Europe's recovery*. Té una durada de **3 anys** en els quals es destinarà un total de **1.050.000 € per donar suport i eines a 50 idees d'innovació** amb un alt potencial de mercat i creixement.

Sobre el Clúster Digital de Catalunya

El Clúster Digital de Catalunya és un espai de trobada format per un grup de 93 empreses, entitats i grups de recerca amb un nexa d'unió: les TIC. Agrupa start-ups, pimes i grans empreses i altres entitats per impulsar la competitivitat del sector TIC català, tot potenciant una nova cultura empresarial basada en la col·laboració i la innovació oberta.

Més informació:

Web: <https://clusterdigital.cat/>

LinkedIn: <https://www.linkedin.com/company/cluster-digital-de-catalunya/>

Twitter: https://twitter.com/Cluster_Digital

YouTube: <https://www.youtube.com/@clusterdigitaldecatalunya>

NOTICIA EN CASTELLANO:

Barcelona, 20 de junio de 2023

El proyecto europeo EPICENTRE, coordinado por el Clúster Digital de Catalunya, recibe un total de 80 propuestas en su primera convocatoria para PYMES y Startups

Más de 90 pequeñas y medianas empresas y startups de toda Europa han presentado sus propuestas de soluciones innovadoras para resolver desafíos de medianas y grandes empresas de ámbito europeo.

Financiado por la Unión Europea y coordinado por el Clúster Digital de Catalunya, EPICENTRE que pretende abordar los objetivos y desafíos de grandes y medianas empresas de los sectores **Agroalimentario, Salud y Digital-Fintech**, con soluciones eficaces y sostenibles a través de la colaboración entre empresa y PYME/Startup.

En total, **se han presentado 80 propuestas de la mano de más de 90 empresas de 19 países diferentes**, con la siguiente distribución: España: 20; Italia: 18; Lituania: 11; Grecia: 6; Alemania: 5; Chipre: 3; Estonia: 2; Francia: 2; Países Bajos: 2; Polonia: 2; Suecia: 2; Austria: 1; Bulgaria: 1; Dinamarca: 1; Hungría: 1; Letonia: 1; Luxemburgo: 1; Malta: 1; Rumanía: 1.

Las ideas presentadas en esta primera convocatoria, que se abrió a finales de marzo y se mantuvo abierta hasta el pasado 29 de mayo, cubren varios desafíos empresariales identificados previamente por las corporaciones participantes. En concreto, **los sectores que han recibido más propuestas han sido el de la salud y el agroalimentario**: 30 propuestas de soluciones de atención virtual o nuevos productos que puedan ser utilizados por pacientes y familias, 16 soluciones de monitorización del estado de salud, y 15 propuestas para nuevos materiales de embalaje y uso inteligente de recursos. Para el ámbito Digital-Fintech, las propuestas se han centrado en soluciones de pago digital, ciberseguridad, blockchain, gamificación o aplicación de la IA.

Cerrada la primera convocatoria, se ha iniciado el período de evaluación de las propuestas, donde se analizará el potencial y la adecuación de cada una de ellas con los objetivos del proyecto. **Las 25 iniciativas más valoradas serán seleccionadas y entraran a formar parte de un programa de aceleración con el que podrían llegar a obtener hasta 42.400 € para dar luz a la solución planteada, así como 6.850 € para participar en un programa de formación i mentoring.** El equipo de evaluación tiene como objetivo anunciar los proyectos seleccionados a mediados de julio.

El Clúster Digital de Catalunya, como entidad referente en proyectos de cooperación en el ámbito TIC, **lidera EPICENTRE** y actúa como parte coordinadora dentro del consorcio del proyecto, donde también participan el [Clúster Campania Bioscience](#) de Italia y *Lithuanian Food Exporters Association* ([LitMEA](#)) de Lituania.

EPICENTRE es un proyecto financiado por el *Single Market Programme*, dentro de la convocatoria *Joint Cluster Initiatives (Euroclusters) for Europe's recovery*. Tiene una duración de 3 años en los que se destinará un total de **1.050.000 € para dar soporte y herramientas a 50 ideas de innovación** con un alto potencial de mercado y crecimiento.

Sobre el Clúster Digital de Catalunya

El Clúster Digital de Catalunya es un espacio de encuentro formado por un grupo de 93 empresas, entidades y grupos de investigación con un nexo de unión: las TIC. Agrupa startups, pymes y grandes empresas, así como otras entidades, para impulsar la competitividad del sector TIC catalán, potenciando una nueva cultura empresarial basada en la colaboración y la innovación abierta.

Más información:

Web: <https://clusterdigital.cat/>

LinkedIn: <https://www.linkedin.com/company/cluster-digital-de-catalunya/>

Twitter: https://twitter.com/Cluster_Digital

YouTube: <https://www.youtube.com/@clusterdigitaldecatalunya>

Comunica^e

El proyecto europeo EPICENTRE, coordinado por el Clúster Digital de Catalunya, recibe un total de 80 propuestas en su primera convocatoria para PYMES y Startups

Release date 22/06/2023

1.- Summary Report:

Distribution overview

This section shows where the press release has arrived and why it has arrived here.

Distribution Total: **49.821**

E-mail distribution: **439**

Twitter distribution: **49.313**

RSS distribution: **69**

Seed Release

This section shows the data referring to the visual impacts that the press release has had within Comunicae's distribution channels.

Impacts: **20.698**

Today impacts: **0**

Media Impacts: **1.217**

Last week impacts: **0**

Clipping

Comunicae tracks all press releases to measure their impact on the web.

Mentions: **84**

Mentions last week: **0**

Estimated audience: **86.592**

Advertising Value Equivalent: **1.656,07**

Mentions today: **0**

Release stats

This section analyses the final release stats and the amplification (ECO) achieved by the distribution of the press release.

Total impact: **86.592 usuarios**

Mentions repercussions: **107.290 %**

Impact repercussions: **19,29 %**

ECO: **X 5,18**

Impacts, audience mentions and total impacts:



2.- Distribution overview:

This section shows where the press release has arrived and why it has arrived here.

Distribution Total: **49.821**

E-mail distribution: **439**

Twitter distribution: **49.313**

RSS distribution: **69**

Distribution by category

Quantity of the Press Release receivers per category via Email and RSS.

Nacional: **238 Total**

Distribution by category

Inteligencia Artificial y Robótica: **147**

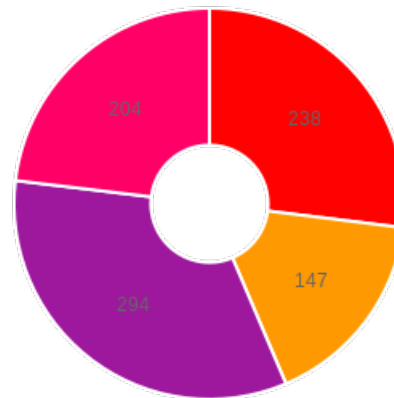
Total

Innovación Tecnológica: **294 Total**

Emprendedores: **204 Total**

Legend for Distribution by category:

- Nacional (Red)
- Inteligencia Artificial y Robótica (Orange)
- Innovación Tecnológica (Purple)
- Emprendedores (Pink)



Distribution by media type

Media Outlets: **22 Distribution**

Generalists: **12 Distribution**

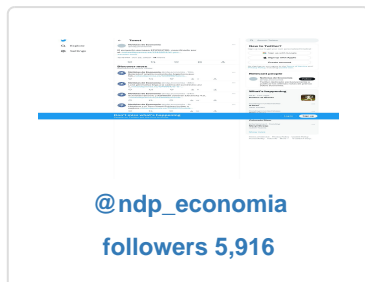
Specialists: **10 Distribution**

Social Media

The social media impact data is shown below.

Social media: **69**

Twitter distribution: **49,313**



3.- Seed Release:

This section shows the data referring to the visual impacts that the press release has had within Comunicae's distribution channels.

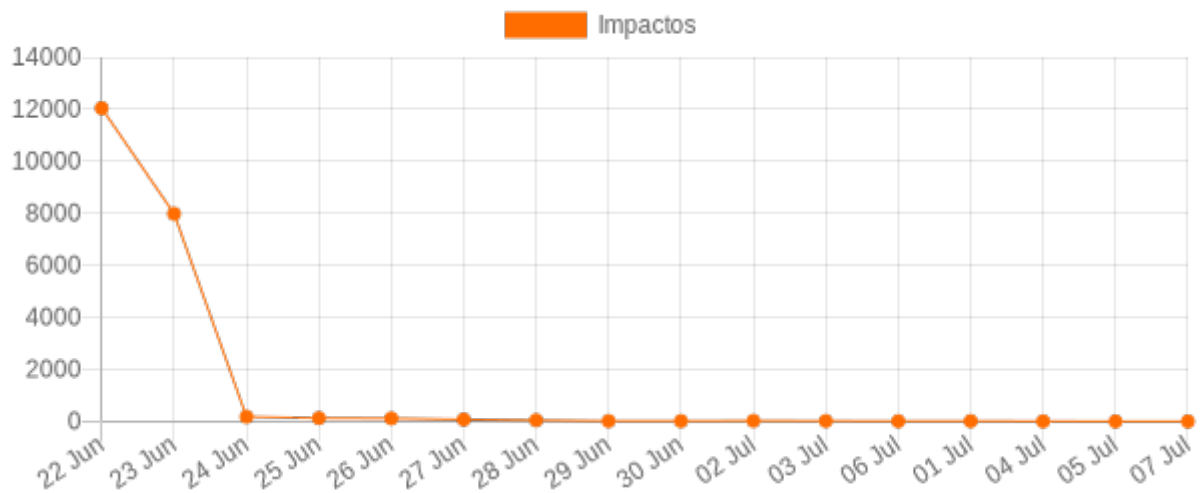
Impacts: **20.698**

Today impacts: **0**

Media Impacts: **1.217**

Last week impacts: **0**

Impacts per day



Distribution of the impacts

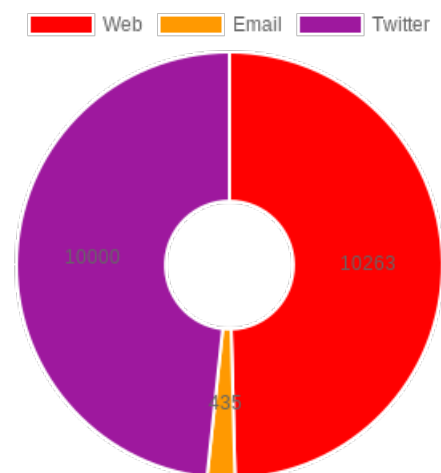
Quantity of the Press Release receivers per category via Email and RSS.

Web: **10.263**

Email: **435**

Twitter: **10.000**

Distribution of the impacts



4.- Clipping:

Comunicae tracks all press releases to measure their impact on the web.

Mentions: **84**

Estimated audience: **86.592**

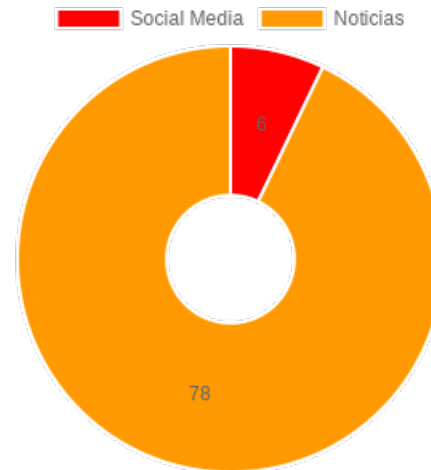
Mentions today: **0**

Mentions last week: **0**

Advertising Value Equivalent:

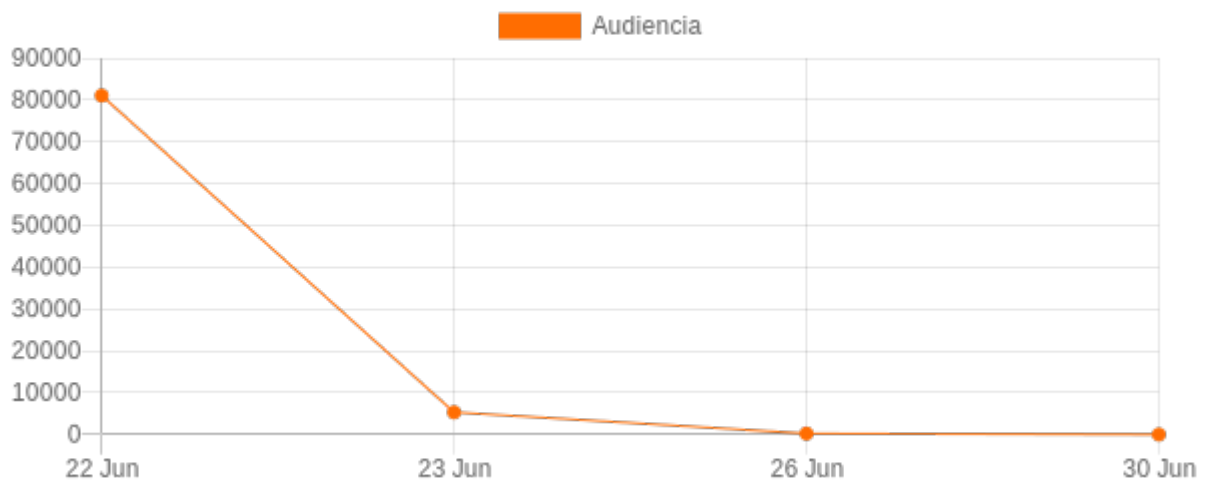
1.656,07

Mentions by type of source











Estimated audience per day










Based on the mentions found and some key indicators, Comunicae makes an accurate estimate of the audience that the press release has obtained due to its distribution.





















PR mentions





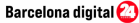




Below you may find all the references that our monitoring has linked to your press release. In each of these are shown detailed data about the media outlet and its relevance.









Date	Media	Mention	Type	estimate
2023-06-23		https://es.paperblog.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups-7646206/	Noticias	5.285
2023-06-22		https://www.elconfidencialdigital.com/articulo/comunicados/proyecto-europeo-epicentre-coordinado-cluster-digital-catalunya-recibe-total-80-propuestas-primera-convocatoria-pymes-startups/20230622155245595358.html	Noticias	5.258
2023-06-22		https://theworldnews.net/es-news/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups	Noticias	2.600
2023-06-22		http://www.diariosigloxxi.com/texto-diario/mostrar/4343662/proyecto-europeo-epicentre-coordinado-cluster-digital-catalunya-recibe-total-80-propuestas-primera-convocatoria-pymes-startups	Noticias	650
2023-06-22		https://www.murcia.com/empresas/noticias/2023/06/22-el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80.asp	Noticias	617
2023-06-22		https://www.elboletin.com/notas-de-empresa?notaid=el-proyecto-europeo-epicentre-coordinado-por&sid=comunicae	Noticias	294
2023-06-26		https://comunicae.es/notas-de-prensa/el-proyecto-europeo-epicentre-coordinado-por	Noticias	233
2023-06-22		http://www.elmundofinanciero.com/seccion/46/Negocios/?notaid=el-proyecto-europeo-epicentre-coordinado-por&sid=mundofinancierocom	Noticias	186
2023-06-22		https://financialred.com/comunicae/nota-de-prensa/empresas/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups--13802302.html	Noticias	40








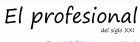

Date	Media	Mention	Type	estimate
2023-06-22	 ZARAGOZA buenas noticias	https://zaragozabuenasnoticias.com/2023/06/22/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	28
2023-06-22	 SEVILLA buenas noticias	https://sevillabuenasnoticias.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	24
2023-06-22	 ECONOMICA Cantabria	https://www.cantabriaeconomica.com/informacion-al-dia/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	21
2023-06-22	 elportaluco	https://elportaluco.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	16
2023-06-23	 €2020 EMPRENDEDORES 2020	https://www.emprendedores2020.es/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	15
2023-06-22	 Bilbao Grupo 24 horas	https://bilbao24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	13
2023-06-22	 ESPAÑA buenas noticias	https://ebuenasnoticias.com/2023/06/22/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	13
2023-06-22	 TECNOBITT	https://tecnobitt.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	11
2023-06-22	 Europa 24 Información global, las 24 horas, de Europa y todo en español	https://www.europa24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	9










Date	Media	Mention	Type	estimate
2023-06-22	 REVISTA Emprendedores	https://revistaemprendedores.es/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-convocatoria-para-pymes-y-startups/	Noticias	8
2023-06-22	 Notas de Prensa	http://www.notasdeprensa.es/1246954/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-convocatoria-para-pymes-y-startups/	Noticias	7
2023-06-22	 for opinion	https://www.foropinion.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-convocatoria-para-pymes-y-startups/	Noticias	7
2023-06-22	 Córdoba 24 información global y en tiempo de Córdoba y el mundo	https://cordoba24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-convocatoria-para-pymes-y-startups/	Noticias	7
2023-06-22	 Radio Rabel Grupo 24 horas	https://radiatorabel.com/emprendiendo/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-convocatoria-para-pymes-y-startups.htm	Noticias	7
2023-06-22	 PARQUE EMPRESARIAL SOLUCIONES EMPRESARIALES	https://www.parquempresarial.info/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-convocatoria-para-pymes-y-startups/	Noticias	7
2023-06-22	 Bilbao Digital	https://bilbaodigital24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-convocatoria-para-pymes-y-startups/	Noticias	6
2023-06-22	 CDC	https://cronicadecantabria.com/cr/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-convocatoria-para-pymes-y-startups/	Noticias	6
2023-06-22	 canal OP prensa	https://canaloprensa.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-convocatoria-para-pymes-y-startups/	Noticias	6
2023-06-23	 Noticias de Emprendedores	http://noticiasemprendedores.es/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-convocatoria-para-pymes-y-startups/	Noticias	6











Date	Media	Mention	Type	estimate
2023-06-22	 Valencia 24 Información global y en tiempo de Valencia y el mundo	https://valencia24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	5
2023-06-22	 BILBAO BUENAS NOTICIAS	https://bilbaobuenasnoticias.com/2023/06/22/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	5
2023-06-22	 MADRID DIGITAL 24 HORAS Información global y en tiempo de Madrid	https://madriddigital24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	5
2023-06-22	 NOTAS DE PRENSA GRATIS	https://www.notasdeprensagratis.es/79240/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	5
2023-06-22	 Asturias 24 Información global y en tiempo de Asturias y el mundo	https://asturias24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	4
2023-06-22	 Granada 24 Información global y en tiempo de Granada y el mundo	https://granada24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	4
2023-06-22	 Noticias de Santander Información global y en tiempo de Santander	https://noticiasdesantander.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/?utm_source=rss&utm_medium=rss&utm_campaign=el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-d	Noticias	4
2023-06-22	 ANDALUCÍA BUENAS NOTICIAS	https://andaluciabuenasnoticias.com/2023/06/22/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	4

Date	Media	Mention	Type	estimate
2023-06-22		https://madridbuenasnoticias.com/2023/06/22/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	4
2023-06-22		https://cadizbuenasnoticias.com/2023/06/22/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	4
2023-06-22		https://smediabusiness.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups	Noticias	4
2023-06-23		http://madridbusiness.es/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	4
2023-06-22		https://barcelonadigital24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	3
2023-06-22		https://sevilla24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	3
2023-06-22		https://www.islasbaleares24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	3
2023-06-22		https://revistanegocios.es/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	3
2023-06-22		https://www.cadiz24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	3

Date	Media	Mention	Type	estimate
2023-06-22	 wikiweb	https://wikiweb.tech/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	3
2023-06-22	 Murcia	https://murciadigital24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	2
2023-06-22	 Galicia	https://galiciadigital24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	2
2023-06-22	 Extremadura	https://www.extremaduradigital24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/?utm_source=rss&utm_medium=rss&utm_campaign=el-proyecto-europeo-epicentre-coordinado-por-el-cluster	Noticias	2
2023-06-22	 San Sebastián	https://www.sansebastian24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/?utm_source=rss&utm_medium=rss&utm_campaign=el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digit	Noticias	2
2023-06-22	 Zaragoza	https://www.zaragoza24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/?utm_source=rss&utm_medium=rss&utm_campaign=el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-d	Noticias	2
2023-06-22	 Burgos	https://www.burgosdigital24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	2
2023-06-22	 MÁLAGA noticias	https://malagabuenasnoticias.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	2

Date	Media	Mention	Type	estimate
2023-06-22	 Málaga <small>Grupo 24 horas</small>	https://malaga24horas.com/el-proyecto-europeo-epic-entre-coordinado-por-el-cluster-digital-de-catalunya-ya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	2
2023-06-22	 CastillaLaMancha <small>Grupo 24 horas</small>	https://castillalamancha24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	2
2023-06-22	 Infocapital	https://infocapital.es/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	2
2023-06-22	 Vitoria 24 <small>Información global en tiempo real de Vitoria-Gasteiz y alrededores</small>	https://www.vitoria24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/?utm_source=rss&utm_medium=rss&utm_campaign=el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de	Noticias	2
2023-06-22	 Palencia Digital <small>Grupo 24 horas</small>	https://www.palenciadigital24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	2
2023-06-22	 Valladolid digital 24 <small>Información global en tiempo real de Valladolid y alrededores</small>	https://www.valladoliddigital24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	2
2023-06-23	 Islas Canarias <small>Información global en tiempo real de Las Palmas y Tenerife</small>	https://islascanarias24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	2
2023-06-30	 El profesional <small>del siglo XXI El mejor profesional en tu negocio</small>	https://www.elprofesional21.com/tu-entorno-social/104-tu-entorno-social-proyecto-europeo-epicentre/	Noticias	2
2023-06-22	 VALENCIA noticias	https://valenciabuenasnoticias.com/2023/06/22/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	1

Date	Media	Mention	Type	estimate
2023-06-22	 Castilla y León Grupo 24 horas	https://castillaleon24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	1
2023-06-22	 Pamplona 24 Información global en los días de Pamplona y el mundo	https://pamplona24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	1
2023-06-22	 Castellón 24 Información global en los días de Castellón y el mundo	https://castellon24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	1
2023-06-22	 Noticias de Cantabria Información en horas	https://noticiasdecantabria.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	1
2023-06-22	 Foco Empresarial EN ESPAÑOL	https://focoempresarial.es/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	1
2023-06-22	 GRANADA noticias	https://granadabuenasnoticias.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	1
2023-06-22	 HUESCA noticias	https://huescabuenasnoticias.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	1
2023-06-22	 Santiago 24 Información global en los días de Santiago de Compostela y el mundo	https://santiago24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/	Noticias	1
2023-06-22	 Canal Racing Grupo 24 horas	https://www.canalracing.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primer-a-convocatoria-para-pymes-y-startups/?utm_source=rss&utm_medium=rss&utm_campaign=el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-ca	Noticias	1

Date	Media	Mention	Type	estimate
2023-06-22	 Torrelavega Grupo 24 horas	https://torrelavega24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	1
2023-06-22	 Diario.es	https://idiario.es/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	1
2023-06-22	 Alicante Información global y sus líneas de Alicante y el mundo	https://alicante24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	0
2023-06-22	 La Rioja Grupo 24 horas	https://lariojadigital24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	0
2023-06-22	 Toledo Digital Grupo 24 horas	https://www.toledodigital24horas.com/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	0
2023-06-22	 VALDECILLA La Salud de Cataluña	https://www.valdecillanoticias.com/informacion-al-dia/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups-2/?utm_source=rss&utm_medium=rss&utm_campaign=el-proyecto-europeo-epicentre-coordinado-	Noticias	0
2023-06-26	 GADGETNEWS INFORMACIÓN SOBRE TECNOLOGÍA	https://gadgetnews.es/2023/06/22/el-proyecto-europeo-epicentre-coordinado-por-el-cluster-digital-de-catalunya-recibe-un-total-de-80-propuestas-en-su-primera-convocatoria-para-pymes-y-startups/	Noticias	0
2023-06-22		http://twitter.com/ndp_ciencia_tec/statuses/1671855530711678976	Social Media	43.412
2023-06-22		http://twitter.com/tecnobitt/statuses/1671883780645326848	Social Media	16.356
2023-06-22		http://twitter.com/ndp_economia/statuses/1671855296736526337	Social Media	5.922

Date	Media	Mention	Type	estimate
2023-06-22		http://twitter.com/iberopress_es/statuses/1671883881547706377	Social Media	2.934
2023-06-22		http://twitter.com/demprededorcom/statuses/1671883881438666752	Social Media	2.226
2023-06-22		http://twitter.com/elnegocio_es/statuses/1671884539906637832	Social Media	250

5.- Release stats:

This section analyses the final release stats and the amplification (ECO) achieved by the distribution of the press release.

Total impact: 107.290 usuarios

Mentions repercussions: 80,71 %

Impact repercussions: 19,29 %

ECO: X 5,18

Impacts, audience mentions and total impacts



Eco

The ECO is the amplification factor that has been obtained between the people who have seen the press release thanks to the distribution by SeedRelease (direct audience) and those who have finally seen the press release thanks to the noise generated by third party mentions (indirect audience). If the resulting ECO is high, we can conclude that the news has had a great impact as a large audience will have been reached with a small initial action.



ECO x 5,18

Total audience: 86.592



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