COMMUNICATION KIT

FOR PARTNERS

Call for Challenges

Dissemination and communication efforts are essential for the success of the EU-LAC Digital Accelerator actions by promoting the project's objectives, activities and achievements. The following guidelines will support such contributions.

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Contact

Carmen Serna, AUSTRALO; carmen@australo.org

Disclaimer

1.   The Call for Challenges

1.1.   Objective

The EU-LAC Digital Accelerator is a multi-sided platform that connects business opportunities from corporates to startups and innovative SMEs. Our objective is to support joint ventures (EU-LAC Partnerships) until an investment-ready stage and provide specific acceleration services to each of them. The objectives of the project are the following:

- Establish high-potential digital areas for collaboration opportunities jointly with EU and LAC countries.
- Facilitate the connection between corporate challenges and innovative solutions coming from startups and SMEs.
- Develop sound joint business cases through the provision of acceleration services tailored to the needs of each partnership.
- Connect digital projects with relevant public and private investors to financially enable them.

Therefore, to meet the objectives, the project has established a methodology consisting in three phases with three Calls for the different target groups who can benefit from the EU-LAC Digital Accelerator.

Phase 1 - Call for Challenges

We use the term 'Call for Challenges' to the phase of the project where we aim at looking for challenges coming from corporates from Latin America, the Caribbean and the EU.

The call for challenges is defined by an opportunity area. The first opportunity area selected is 'smart production'.

Phase 2 - Call for Matching

We use the term 'Call for Matching' to the phase of the project where we aim at looking for startups providing digital solutions to the identified corporate challenges.

Phase 3 - Open Call for EU-LAC Partnerships

We use the term 'Open Call for EU-LAC Partnerships' to the phase of the project where we aim at looking for EU-LAC Partnerships who have been created through the Matching process (or not, because in the Open Call for EU-LAC Partnerships, we also accept applications form partnerships created outside our matching system).

The EU-LAC Partnerships are the ones who can access the Acceleration services.

1.2.   Beneficiaries of the Call for Challenges

The main beneficiary and target audience of the Call for Challenge are **CORPORATES.**

We use this term to refer to large companies or large businesses.

Benefits for the corporates:
- Identification of challenges to face digital transformation
- Partnership with selected startups to improve, renovate and/or diversify their business
- Greater access to international collaborations to digital transformation initiatives in Europe and Latin America - Caribbean
- Development of a customised roadmap from highly-qualified experts
- Establishment of venture-client collaboration with top startups
- Connection with investors and funding institutions

1.3.   Timeline

Call for Challenges		Call for Matching		Open Call for EU-LAC Partnerships	
ON	OFF	ON	OFF	ON	OFF
July 2023	Ongoing	October 2023	Ongoing	January 2024	Cut off every 6 months

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1.4.   Application process

The corporates interested in submitting a challenge must do so through an EU-LAC Digital Accelerator project partner who will be the support person during the application process (challenge identification - challenge definition - challenge published in the matching platform).

The final step is the publication of the challenge in the matching platform.

2.   Scouting & contacting identified stakeholders

2.1.   Email template

Project partners can use the following email template to disseminate the Call for Challenges through its contacts and networks.

SUBJECT: **Call for Challenges - EU-LAC Digital Accelerator**

Dear [NAME],

My name is [TEAM MEMBER] and I am a team member of the **EU-LAC Digital Accelerator, a EU-funded project**. We are a group of highly qualified partners distributed within Europe, Latin America and the Caribbean who have created a **multi-sided platform that connects business opportunities from corporates to startups and innovative SMEs**. Our objective is to support joint ventures (EU-LAC Partnerships) until an investment-ready stage and provide specific acceleration services to each of them.

At this stage, we are calling corporates and large organisations to identify and submit challenges to unlock the digitalisation potential of Latin America and the Caribbean.

Corporates established in LAC regions, challenged by digital transformation and willing to explore collaborative open innovation can apply to our Call for Challenges and **submit a challenge they are facing that can be solved through a digital approach**. Once the challenges have been identified, the project will call startups to find digital solutions and we will offer, after this matching process and completely free of charge, **acceleration services to the created EU-LAC Partnerships**.

Share your challenges and get connected with top startups bringing a solution path. We help you throughout the whole process!

SUBMIT YOUR CHALLENGE!

For more information about this opportunity, please visit our website and join our Twitter, LinkedIn, Instagram and Youtube channels.

The EU-LAC Digital Accelerator team remains at your disposal for any future information.

2.2.   Slide Deck

The Slide Deck is a presentation about the project that project partners can use freely and adapt accordingly in meetings, conferences and events.

The latest version of the Slide Deck can be found in the common workspace, following this link.

3.   Social media

When promoting the EU-LAC Digital Accelerator project and the Call for Challenges, it is of utmost importance to tag us and use tailored hashtags.

These are the project social media channels:

LinkedIn: https://www.linkedin.com/company/eu-lac-digital-accelerator/

Twitter: https://twitter.com/EU_LAC_Accelera

YouTube: https://www.youtube.com/@EU-LAC_DigitalAccelerator

Instagram: https://www.instagram.com/eulacdigitalaccelerator/

It is also important to always refer to the project website, to generate views.
https://eulacdigitalaccelerator.com/

And these are the common hashtags to use:

- #EULACDigitalAccelerator: Always include this hashtag as it creates a consistent inflow of a stream of posts about our project, strengthening visibility across channels.
- #EULACDigitalAlliance: following the EU strategy and EC communication guidelines.
- #GlobalGateway: following the EU strategy and EC communication guidelines.
- #TeamEurope: following the EU strategy and EC communication guidelines.

- Related to the project's sector and subject: #Accelerator #CorporateVenturing #Startups #BusinessPartnerships #DeepTech #OpenCall #EUfunded #OpenInnovation #VentureClient #Investors #SmartProduction

3.1.   Copies

We provide you with copies of the post that you can copy and paste directly in your social media channels.

Copy for Linkedin

> 📢✨CALL FOR CHALLENGES!
> We invite corporates to identify challenges to digitalise production processes through open innovation!
>
> If you're a corporate looking to partner with innovative startups in the European Union, Latin America, and the Caribbean, participate in our Smart Production Call for Challenges. Our open innovation methodology offers numerous benefits and opportunities for you!
>
> 📌 Identification of challenges to face digital transformation
> 📌 Partnership with selected startups to improve, renovate and/or diversify their business
> 📌 Greater access to international collaborations
> 📌 Development of a customised business roadmap from highly qualified experts
> 📌 Establishment of venture-client collaboration with top startups
> 📌 Connection with investors and funding institutions
>
> 🚀 In short, our team of experts will provide a full open innovation experience!
>
> Interested? Contact us at 👉 info@eulacdigitalaccelerator.com
> Find further details in our article 👉https://lnkd.in/eKWesZNQ
>
>
> #TeamEurope #GlobalGateway #EULACDigitalAlliance #Accelerator #CorporateVenturing #Startups #BusinessPartnerships #DeepTech #OpenCall #EUfunded #OpenInnovation #VentureClient #Investors #SmartProduction

Copy for Twitter

> 📢✨CALL FOR CHALLENGES! We invite #corporates to identify challenges to #digitalise production processes through #OpenInnovation! #EU-#LAC corporates, our methodology offers numerous benefits and opportunities for you!
> More information 👉https://t.co/Ys7PJfVPPL
> Contact us!

3.2.   Graphical material repository

We provide you with graphical material that you can use directly in your social media channels or webpage to promote the Call for Challenges.

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Banners

Different banners are included in the common workspace, [following this link.](#)

Videos

- EU-LAC Digital Accelerator - Call for Corporates' Challenges (EN): [link to share.](#)
- EU-LAC Digital Accelerator - Búsqueda de retos de corporates (ES): [link to watch](#).
- EU-LAC - Call for Challenges - [link to share](#).
- EU-LAC - Convocatoria de retos - [link to share](#).

4. Events

Participation in events is a key action for boosting project visibility and promotion of the ongoing activities. Project partners should participate in workshops, conferences and events representing the project whenever possible.

4.1. Printing materials

We have prepared three materials for printing that project partners should use when attending in person events:

- Roll-up banner
- One Page brochure
- Tri-fold brochure

The printing materials can be found in the common workspace, [following this link](#).

5. Press Release

We have prepared a Press Release in English and in Spanish for you to share with your press or media contacts.

We have also prepared an email template in both languages for you to send the press release attached and facilitate this task.

The Press Releases and email templates can be found in the common workspace, [following this link.](#)

6. Ideas for individual partner actions

6.1. Social media engagement

The project partners can promote the Call for Challenges in their individual or corporative social media channels on a periodic basis. This will guide your followers into the project profile, generating more views and followers, expanding our network.

6.2.   Newsletter or emailing campaign

The project partners can promote the Call for Challenges in their organisation's newsletters or emailing campaign. This will raise awareness about the project opportunity outside the project community, expanding our network.

6.3.   Press contacts

The project partners can try to boost the project's impact with press contacts, trying to generate wider promotion.

6.4.   Other actions

Any other action can be implemented. Please always inform Tecnalia and AUSTRALO to be aware and provide you assistance.