



Steinbeis-Europa-Zentrum,  
Steinbeis 2i GmbH,  
Opticsvalley (Ed.)

# Towards Best Practice in Photonics Outreach for Entrepreneurs



PHOTONICS PUBLIC PRIVATE PARTNERSHIP

 PHOTONICS<sup>21</sup>

Photonics4All  
Discover the Power of Light 



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# Foreword

Optics and *photonics* are widely regarded today as key technologies. Many science and technology experts have described the 21st century as the century of the photon because optics and photonics technologies are providing science and industry with a wide-range of essential applications impacting nearly all areas of our lives! In fact, Photonics has been recognized as a *Key Enabling Technology* (KET) by the European Commission in a Communication<sup>1</sup> dating back to 2009. However, despite its importance photonics is still not a well-known technology to a majority of people.

This handbook is mainly aimed at those supporting Photonics SMEs; staff of Photonics clusters, Chambers of Commerce, private consultants or other regional / local development agencies.

The objective of this handbook is to *summarize best practice on how to promote photonics and light-based technologies to entrepreneurs*. We hope that our experiences in the Photonics4All project will serve all those interested as a useful inspiration and guide when promoting photonics. The handbook is not meant to be authoritative, nor exhaustive in terms of photonics outreach, which is why we decided to publish this document with the title *'Towards Best Practice in Photonics Outreach'*, but we hope it provides an overview of the best working approaches undertaken in the Photonics4All project and benefits the network of science communicators throughout Europe. The handbook should be relevant to all those interested in outreach, whether a newcomer or the more experienced science communicators, please pick and choose the elements that are relevant for your own outreach activity. To help you, the text in this handbook is accompanied by practical and user-friendly information in the annex; pages of which can be printed out individually. Policy makers too can also find relevant information in the conclusions at the end of the booklet.

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1 <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52009DC0512&from=EN>