



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

Towards Best Practice in Photonics Outreach for Entrepreneurs



PHOTONICS PUBLIC PRIVATE PARTNERSHIP



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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 Communication¹ 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.

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

Please note that two other handbooks are available in this series; one on photonics outreach activities targeted at young people and students in Photonics, and a second one on best practices to increase the general public's awareness of Photonics.

A number of partners have contributed to this publication throughout the project; from the initial proposal of good practices, to the selection of topics and to the final product. We would like therefore to thank the European Commission and Photonics21 for the promotion of the project "Photonics4All" under the EU program "Horizon 2020" for research and innovation, along with our partners who have supported our work during the lifetime of the project. We would like particularly to thank our sister projects "GoPhoton!" and "Light2015" for sharing their best practice in how to increase awareness of photonics, one of which ("LIGHT-talks") is included in this handbook.

*Photonics4All Consortium,
December 2016*

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1 Introduction

A number of different tools and activities were developed by Photonics4All members and their partners (please see Annex 6 for further information about Photonics4All partners) to help support entrepreneurs and businesses in working with Photonics. These tools and activities included: Photonics Bootcamps, Photonics Innovation workshops, a Photonics Start-Up Challenge, Photonics for Investment Events and other events for entrepreneurs which included talks and a brochure for 'How to Start a Business in Photonics. We outline below the objectives for each tool and activity, its target group, how the event was organised, a summary of the event content, the estimated impact and costs, and finally the experience we gained in delivering the activity.

2 Photonics Boot Camps



Objective: Photonics Boot Camps will provide participants with an educational experience to build self-confidence and self-belief in order to *apply entrepreneurial skills to create new ventures* – or to support existing businesses to become more proactive and innovative. A Boot Camp should help participants to understand their own