



Deliverable 4.5

Dissemination Toolkit

Project acronym: NATUREEF
Project title: NATUREEF European Strategic Cluster Partnership
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Coordinator: Elisabeth Molina

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Start date of the project:	January 1 st 2016
Project duration:	24 months

Work package:	1
Lead beneficiary for this deliverable:	biomastec
Authors:	Orsolya Szaplóczay, Jasmina Solecka, Elisabeth Molina, Břetislav Skácel, Stefan Durm with input by all partners

Dissemination level		
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	
CI	Classified	



In addition to the press release (see D4.6), the project branding (see D4.2) and our already established online and social media communication means (website, Twitter, LinkedIn, Facebook, b2match), a short text to be used for attracting potentially interested SMEs as well as two samples for NATUREEF flyers have been designed. The idea is to further refine the flyer over time (e.g. with specific information on events) and have it available in digital as well as in printed version.

The short text as well as the two flyer samples can be found on the following pages:



Natureeef!

Great possibility to build your company's commercial contacts outside Europe!

A group of European clusters, mainly from the field of natural resources, started to work together to help SMEs to get to markets outside Europe with products and services based on natural resource efficient philosophy.

In a first step, during 2016, NATUREEF clusters will collect information about 3 target countries in Latin America, China and ASEAN: Chile, Colombia, Mexico, Peru, Fujian region and the Philippines will be the priority territories. Cluster representatives visit countries chosen based on the needs emerging up inside each cluster. Local commercial agents, called ambassadors, will be strengthened with information about the clusters and start to seek business possibilities. In 2017, SMEs will get facilities to travel to target countries after a phase of remote connection building. In January 2017, all interested participants will get a deeper look on Natureeef idea during the international SIVAL Conference in Angers, France, as well as during the regional seminar organisation in all member countries. Achieved joint project proposals will be recommended for next EU financing.

Expected outputs of the project:

- Natureeef business network and consortiums
- SMEs ready for internationalization
- Taylor made solutions for natural resources challenges
- R&D project proposals including financial schemes
- Bilateral business relationships

For more information, visit www.natureeef.eu or follow us on [Facebook](#), LinkedIn (Natureeef) or Twitter (Natureeef)!

Please, register on the project's matchmaking website <https://www.b2match.eu/natureeef> if you want to participate in our events and get closer to all those who are involved in this promising experience.



Partnership's planned events:

Target Group	Type	Estimated Date	Country	City
CREA	Establishing ambassadors	May 2016	Philippines	Manila
INBIOM	Establishing ambassadors	September 2016	China	
VEGEPOLYS	Establishing ambassadors	April 2016	Columbia	Madeline Bogota
Cluster Organisations	NRE missions	7 th of November 2016	Mexico	Irapuato
Cluster Organisations	NRE missions	12 th of December 2016	Chile	
Cluster Organisations	NRE missions	December 2016	China	
Cluster Organisations	NRE missions	September 2016	Philippines	
Cluster Organisations Open to SMEs	Natureef Conference	17-19 of January 16 th of January 2017	France	Angers http://www.sival-angers.com/
Cluster Organisations Open to SMEs	Natureef Regional Seminar	February 2017	Czech Republic	Brno
Cluster Organisations Open to SMEs	Matchmaking Event. Commercial missions	May/July 2017	Philippines	Manila
Cluster Organisations Open to SMEs	Matchmaking Event. Commercial missions	March/April 2017	China	
Cluster Organisations Open to SMEs	Matchmaking Event. Commercial missions	April 2017	Peru	Lima

Flyer 1 – Front:



The front of the flyer features a green background with a vertical leaf on the left. At the top left is the 'natureeef' logo and 'European Strategic Cluster Partnership'. At the top right, it states 'Co-founded by the COSME programme of the European Union' with the EU flag and 'ESCP' logo.

ABOUT NATUREEF

NATUREEF is a strategic cluster partnership between 9 European clusters. It is determined to intensify cluster and business network collaboration across cluster consortia members to support the establishment of European Strategic Cluster Partnership to lead international cluster cooperation in the field Natural Resource Efficiency.

NATUREEF BENEFITS FOR SMEs

A main objective of NATUREEF is to help interested SMEs to get access to markets outside Europe with products and services based on the natural resource efficiency philosophy.

- Get information about at least 3 interesting target countries
- Get the chance to join business trips to these countries
- Find new commercial partners
- Initiate collaboration projects with European partners
- Join the big NATUREEF conference in Angiers, France ...and many more!

At the bottom, social media links are provided: www.natureeef.eu, www.linkedin.com/groups/8491294, www.twitter.com/natureeef_eu, and www.facebook.com/Natureeef-1689224651294950.

Flyer 1 – Back:



The back of the flyer features a green background with a vertical leaf on the right. At the top left is the 'natureeef' logo. The main section is titled 'NATUREEF PARTNERS' and contains a map of Europe with several countries highlighted in green. Surrounding the map are logos for various partner clusters: VEGIPAYS, green chemistry, FEMAC, CREA Hydro & Energy, agrocluster, Green Energy Cluster, biomastec, INBIOM, and INNOSKART.

INTERESTED IN COLLABORATING WITH US?

In order to show interest in international business, participate in our events, and become part of the NATUREEF idea, all SMEs are invited to register on the matchmaking website <https://www.b2match.eu/natureeef>

The 'b2match' logo is located at the bottom right.

Flyer 2 – Front:



natureeef
European Strategic Cluster Partnership

NATUREEF is determined to intensify cluster and business network collaboration across cluster consortia members to support the establishment of European Strategic Cluster Partnership to lead international cluster cooperation in the field Natural Resource Efficiency.





Co-founded by the COSME programme of the European Union




www.natureef.eu



www.twitter.com/natureef_eu




www.linkedin.com/groups/8491294




www.facebook.com/Natureef-1689224651294950


Flyer 2 – Back:



INBIOM
INCUBATOR NETWORK FOR BIOMASS


The Danish INBIOM network has more than 1000 partners involved in the development of new technologies and processes for handling and utilising biomass.






VEGEPOLYS
Add on vegetal value

VEGEPOLYS has been established in the Loire valley in 2005. Located in this unique area, the cluster has extensive experience and a huge partner network in the plants sector.




FEMAC

FEMAC is the Catalan Cluster of Agricultural Production Means. Combining the capabilities and vision of cluster companies with sustainable solutions for a global agriculture.




agrocluster

The Portuguese **agrocluster** is specialised on the agro-industrial sector, especially food and beverage. It currently consists of 114 members including industry, research, and associations.




biomastec
new BiomassEfficiency

biomastec is a German R&D cluster focussing on all products, technologies and services related to the efficient use of biomass. It has a close collaboration to the cluster **bio economy** that focusses on novel food and agricultural production technologies.




green chemistry

Green chemistry, located in Western Pomerania, is a chemical cluster focussing on fertilizers, plastics, rubber, food, petrochemical industry, medicine, pharmacy, and biotechnology.




CREA
Hydro & Energy

Established in 2008, the Czech CREA Hydro&Energy cluster is specialised in technologies for water works, water and waste treatment, and renewable energy sources.



INNOSKART
ICT Cluster

INNOSKART is a Hungarian ICT cluster focussing on data management, data security, wealth protection, wireless sensing, and smart metering. It has a strong connection to many fields in agronomy and industry.



Green Synergy Cluster

Located in the Plovdiv-area, the Bulgarian Green Synergy Cluster is working in the field of energy efficiency and renewable energies.