

Supporting recovery and business transformation of
lighting & furniture SMEs for the Europe Industry of
Tomorrow

SIĖO

Open Call for BEST COMPANY STORY-TELLING VIDEO CONTEST

Online Info Webinar

28.10.2024
10:00-11:00 AM



SILEO Eurocluster project mission & Consortium



SILEO Eurocluster project is co-funded by the EU Single Market Programme – COSME Pillar.

It concretely supports the **EU SMEs from the lighting & furniture sector** to recover from the COVID-19 crisis, **become more resilient to future shocks, be better prepared for disruptions in supply and value chains, more sustainable in their business operations and stronger connected to industrial and advanced technologies ecosystems.**

SILEO Consortium is composed of 7 key industrial lighting and furniture clusters from Italy, France, Spain, Austria and Romania



LIGHTING & FURNITURE SMEs



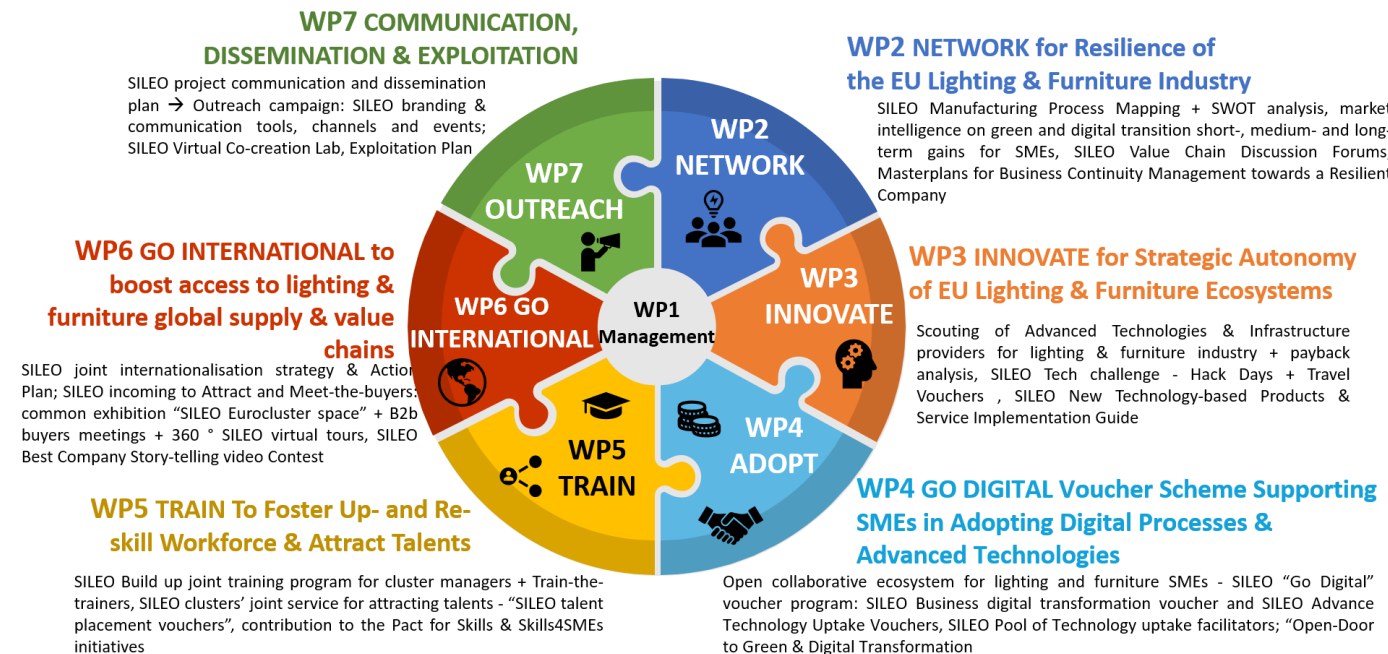
SILEO Business Support Actions

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SILEO supports SMEs with a **set of wide-ranging but well-crafted direct financial and non-financial support measures**, helping them to answer the digital and circular transition challenges.

SILEO offers strategic **market intelligence analysis** of the lighting & furniture sector to help SMEs start green and digital transition, tailored business expert consultancy, **training and talent placement programs**, support in capturing new international market opportunities, and setting **resilience preparedness masterplans for SMEs**, and much more 😊



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SILEO Financial support to lighting & furniture SMEs envisages “**Voucher programme**” (cascade funding) including as follows:

GO DIGITAL Voucher scheme supporting adoption of digital processes & advanced technologies:

- ✓ **1° and 2° Call for Business Digital Transformation Projects** (*calls closed*)
- ✓ **1° and 2° Call for Advanced Technology Uptake Projects** (*calls closed*)

SILEO Hack Days to drive innovation in lighting & furniture - n°2 1-day international business and technological events for SMEs:

- ✓ **Call for Travel Vouchers - Cluj-Napoca, Romania** (*event held on 13-14.06.2024 – call closed*)
- ✓ **Call for Travel vouchers - Padua, Italy** (*event held on 16.10.2024 – call closed*)

SILEO joint service for SMEs to attract talents:

- ✓ **Call for Talent Placement Projects** (*call closed*)



ADVANCED
TECHNOLOGY
UPTAKE

10.500 € / SME



BUSINESS
TRANSFORMATION

5.000 € / SME



HACK-DAY
TRAVEL

500 € / SME



TALENT
PLACEMENT

4.000 € / SME

Open Call for BEST COMPANY STORY-TELLING VIDEO CONTEST

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European lighting/furniture manufacturing SMEs are encouraged to create a compelling video highlighting success stories related to the green and digital transition.

These Story-telling videos should showcase new or improved products, services, or processes achieved through the adoption of advanced technologies and/or circular solutions supported or inspired by activities offered within the SILEO Eurocluster project.

- ✓ Applications from single manufacturing SME (no partnerships needed) from the lighting and furniture ecosystems and located in **EU 27 Member States or SMP program associated countries**
- ✓ Three cash prizes and plus travel vouchers recognition

Contest opening: 14.10.2024 at 10:00 CEST
Contest closing: 13.12.2024 at 17:00 CET

OPEN CALL FOR BEST COMPANY STORY-TELLING VIDEO CONTEST

DEADLINE: 13.12.2024 | 17:00 CET

Opportunity for **lighting and furniture SMEs** to produce a compelling video that highlights their success stories in the green and digital transition, **win cash prizes**:

- 1 € 5.000 - Gold Story-Telling
- 2 € 3.000 - Silver Story-Telling
- 3 € 2.000 - Bronze Story-Telling

and participate in the **Award Final Ceremony** at the Salone del Mobile 2025 in Milan, Italy!



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→ APPLY NOW

www.clustersubmissionplatform.eu

BEST COMPANY STORY-TELLING VIDEO CONTEST

→ Cash prizes and travel vouchers recognition

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In the final selection process, **the originality, uniqueness, and relevance to SILEO's business support actions** will be key considerations. A SILEO Jury, consisting of project partners and their internal marketing departments' staff, will review all submitted videos and select the top three SMEs with **PRIZE MONEY**:



→ The three SME winners will be invited to participate in the **SILEO Official Award Ceremony**, which will take place during the **Salone del Mobile** (Milan Furniture Fair) in Milan, Italy from April 8th to 13th – *the exact date will be defined in January 2025.*



Additionally, to the 3 cash prizes described before, the **SILEO Consortium reserves the right to provide TRAVEL VOUCHERS (maximum of € 500 paid in the form of a lump sum) to the 10-15 SMEs**, which will be ranked just after the three winners of the cash prize, to also support their participation in the SILEO Award Ceremony at the Salone del Mobile 2025 in Milan, Italy.

The final number of companies benefiting from the travel voucher and its maximum amount in the form of a lump sum will be determined based on the SILEO available budget.



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BEST COMPANY STORY-TELLING VIDEO CONTEST

→ Eligible Videos

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FOCUS AREA

Videos must focus on at least one of the topics listed in *Chapter 1.1 of the Guidelines for Applicants* and must be inspired by SILEO actions and activities (*Annex 1*). Videos out of topic will not be considered eligible.

MANDATORY PARTS

All videos for the SILEO International Video Contest must include:

- a) **A brief introduction of the SME** (who you are, mission, activities, sector, and country).
- b) **A presentation of the improved product/process/service** due to and/or inspired by SILEO activities.
- c) **Company logo and contact details** (website, QR code, social media links, etc.).

These components must appear in any sequence.

TECHNICAL & LANGUAGE REQUIREMENTS

- ✓ Videos should be at least of 1,5 minutes and maximum 5 minutes long.
- ✓ If your video contains spoken dialogues, it must be in **English**. Should you choose to create your video in a language other than English, **it is mandatory to include English subtitles.**



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BEST COMPANY STORY-TELLING VIDEO CONTEST

→ SILEO STORY-TELLING VIDEO MASTER

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Prepared by:

SILEO Consortium

Nicola Piccoli

(CEO and Filmmaker —
NPMEDIA SRL)

To guide companies in the creation of their SILEO Story-telling videos, **supporting materials (tutorials and online guide)** has been produced by Rete di Imprese Luce in Veneto, SILEO project partner.

- The online guide can be found in **ANNEX 2 of the Guidelines for Applicants** and on the SILEO submission portal. It supports SMEs with video recording, video editing, artificial intelligence (AI) integration in video production, provides information on data privacy and includes tips and tricks from a marketing and filmmaker expert.
- The video tutorial is available here: <https://vimeo.com/944384707/a27a7a0c2e>. In the comprehensive explanatory video, the following critical aspects are thoroughly analyzed: pre-production – production – post-production.



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BEST COMPANY STORY-TELLING VIDEO CONTEST

→ **Application portal & documents**

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Lighting and furniture SMEs should submit their Story-telling videos by filling out the application form via the SILEO Submission Platform, **before the deadline, 13 December 2024 – 17:00 CET.**

SILEO Open Call for BEST COMPANY STORY-TELLING VIDEO CONTEST

End date: 13/12/2024 17:00

To enhance the visibility and international appeal of European SMEs, the SILEO project is organizing a “Best Company Storytelling Video Contest”.

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SCAN ME:
SILEO Submission Platform



→ **Call guidelines and supporting documents are available on the online platform:**

- Call main information
- Eligible applicants & videos
- Evaluation criteria
- Payment procedures
- SILEO Story-Telling Video Master
- Rights & obligations of Applicants and SILEO Consortium
- Mandatory annexes – Declaration of Honour
- Contact persons
- FAQ



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BEST COMPANY STORY-TELLING VIDEO CONTEST

→ Application process

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SME applicants must register/log in to the [Submission Platform](#) and start the application process:

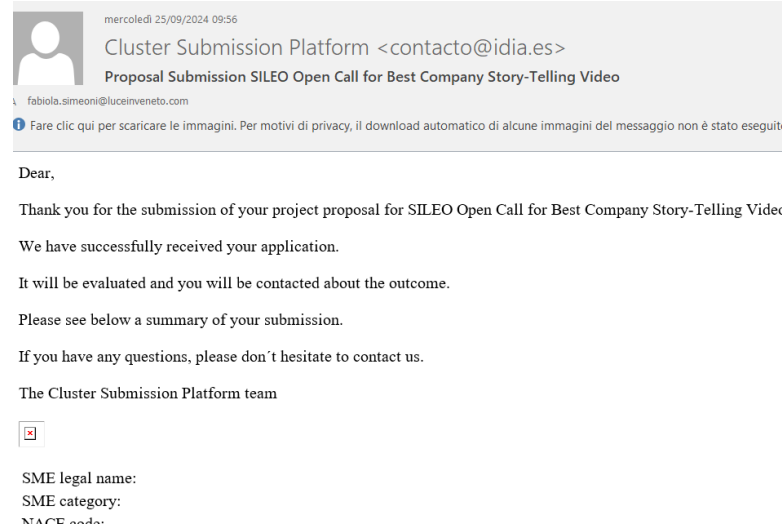
STEP 1.
APPLICANT
INFORMATION

STEP 2.
VIDEO UPLOADING

STEP 3.
REQUIREMENTS TO
PARTICIPATE IN THIS
CALL

SUBMIT YOUR
PROPOSAL!

- After the submission, all applicants will receive a confirmation email from <*Cluster Submission Platform* contacto@idia.es> with the registered date and time of the submission, along with all the uploaded documentation.



Test2
Medium (Staff headcount < 250; Turnover ≤ € 50 m or Balance sheet total ≤ € 43 m)
27.4 Manufacture of electric lighting equipment



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SILEO HELPDESK / Contact persons



Country	SILEO Partner	Contact person
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Spain	CICAT Lighting Cluster	Andrea Padré apadre@cicat.cat
Italy – Veneto Region	Rete di Imprese Luce in Veneto	Antonella Venza antonella.venza@luceinveneto.com
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Thank you for your attention!

Any questions?



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