

# D6.3 - SILEO BEST COMPANY STORYTELLING VIDEO CONTEST



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## Deliverable D6.3 – SILEO Best Company Storytelling Contest

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## Deliverable 6.3 – SILEO Best Company Storytelling Contest

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### Premises

The **SILEO Best Company Storytelling Video Contest** was launched as an international video competition of the [SILEO Eurocluster project](#), aimed at boosting the visibility, innovation narrative and international appeal of European small and medium-sized enterprises (SMEs) operating in the lighting and furniture sector. This international contest invited SMEs to creatively showcase their transformation journeys, highlighting how their engagement with SILEO's support actions and activities led to the adoption of advanced technologies, circular economy solutions and improved market positioning. Structured in line with the Open Call mechanism, the SILEO Best Company Storytelling Video Contest offered a dynamic and inclusive platform where SMEs could present engaging storytelling videos focused on their experience with SILEO's cascade funding for digitalization and sustainability, cross-border talent placements, international hackathons, and dedicated training on eco-design, digital tools, and business innovation.

The SILEO Best Company Storytelling Video Contest was designed not only as a communication initiative but as a vehicle for lighting and furniture SMEs to translate business transformation into impactful video stories. At the same time, it aimed to equip them or reinforce their capabilities and techniques for audiovisual production, while celebrating the innovation, resilience and creative spirit of small and medium companies as they navigating the complex pathways of green and digital transition.

This Deliverable 6.3 provides a comprehensive overview of the Video Contest's design, implementation, evaluation and outcomes, underscoring SILEO's commitment to **bridging funding, skills development and strategic visibility**, and to equipping SMEs with tools for long-term positioning in an increasingly competitive and sustainability-driven market landscape.



## Deliverable 6.3 – SILEO Best Company Storytelling Contest

### 1. Implementation of the SILEO Best Company Story-telling Video Contest

The **SILEO Best Company Storytelling Video Contest** was designed as a strategic communication and valorisation initiative aimed at amplifying the visibility and global presence of European SMEs operating in the lighting and furniture sectors. Through this contest, the SILEO clusters encouraged these companies to produce engaging and insightful storytelling videos that narrate their success stories in the realms of green and digital transformation, highlighting how their evolution was shaped by the SILEO project. In particular, all video entries had to clearly align with at least one of the two pillars, that reflect the core missions of the SILEO Eurocluster:

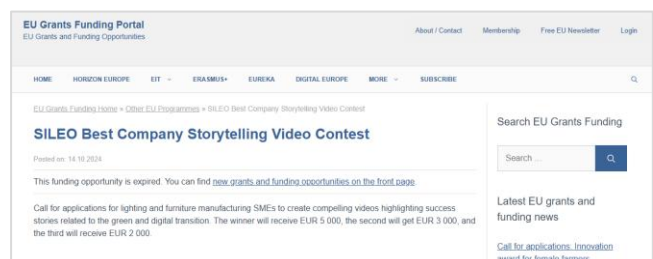
- **SME Innovation & Circular Solutions**, which encouraged applicants to present how sustainability, circular design and efficient resource use became integral to the company's transformation as influenced or inspired by SILEO activities.
- **Advanced Technology Uptake**, which required companies to showcase how tools such as artificial intelligence, Internet of Things (IoT), augmented or virtual reality (AR/VR) and renewable energy systems had transformed their operations, improved efficiency, or contributed to their growth as a result of their participation in SILEO initiatives.

The contest was structured as an Open Call in line with European guidelines for financial support to third parties (FSTP) and was officially launched on 14 October 2024 and remained open until 10 January 2025. It was disseminated across multiple platforms and channels, including the [European Cluster Collaboration Platform](#), the [Funding & Tenders Portal](#) and communication networks of all SILEO project partners. Additional promotional effort was carried out through institutional and stakeholders' platforms, regional networks (such as local Enterprise Europe Network - EEN nodes), and targeted campaigns across multiple social media channels.

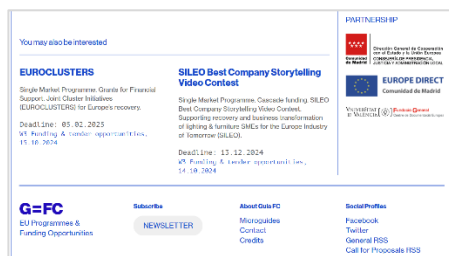
*Some examples of promotion:*



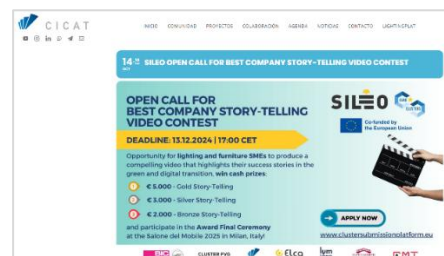
*SILEO Banner*



*Promotion on EU Grants Funding Portal*

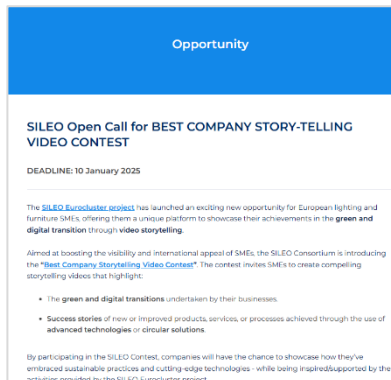


*Promotion on the Guía de Financiación Comunitaria*



*Promotion on CICAT website*

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Promotion on ECCP



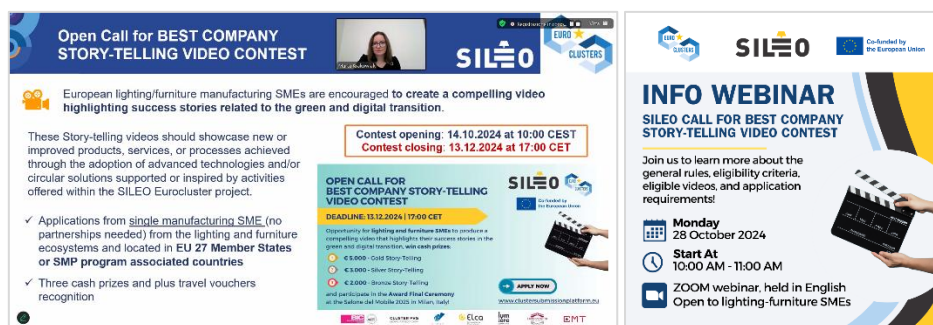
Promotion on Cluster Arredo website

To support SMEs in the development of their storytelling video content, SILEO Consortium provided a robust suite of support materials, including a *Story-Telling Video Master*, developed in collaboration with a professional filmmaker. This tutorial provided both practical and theoretical guidance across all phases of audiovisual production, from narrative construction and audiovisual composition to editing techniques, lighting, sound design, and the effective use of emotion and multisensoriality. The full guide was made freely available on the submission platform.

To further assist applicants, ELCA European Lighting Cluster Alliance as the project coordinator, organized a dedicated online information session to clarify the eligibility criteria, detail the application steps and address specific questions raised by interested SMEs. The sessions were recorded and later uploaded to the submission portal to ensure accessibility for all SMEs.



In addition, each national cluster partner hosted its own series of local-language information events to provide SMEs in different countries with customized guidance, reinforcing clarity, inclusion, and ease of participation regardless of linguistic background.



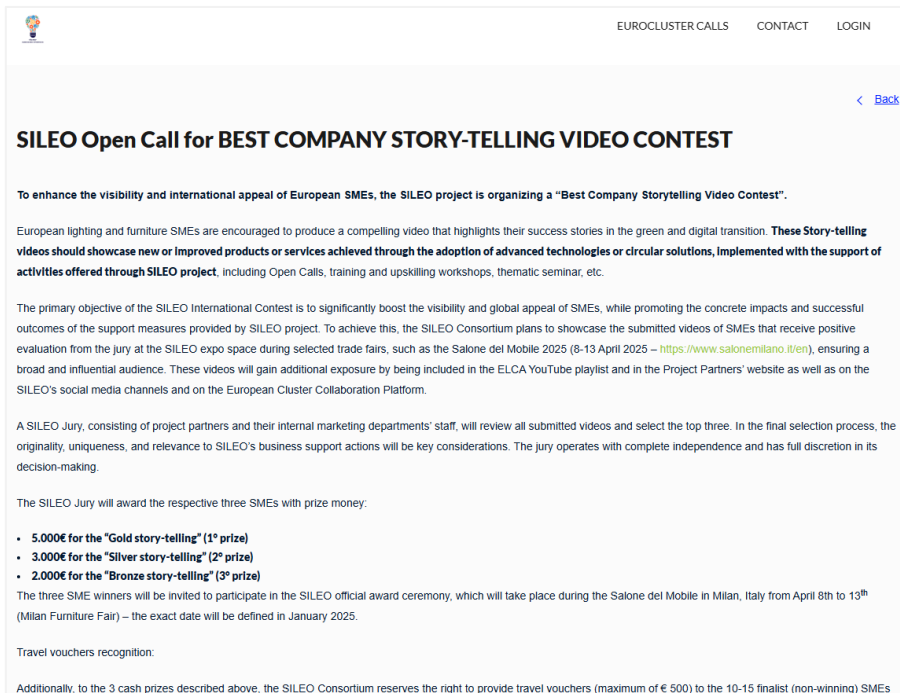
SILEO Info Webinar sessions

### 1.1 - SILEO Submission Platform

The SILEO Call for Best Company Storytelling Video Contest was made accessible through the [Clusters Submission Platform](#), which served as the primary access point for application materials, guidelines and the application process. The platform provided a user-friendly environment with a dedicate call homepage, where SME applicants could access key details of the call and a comprehensive set of downloadable resources to assist applicants, including:

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- The **SILEO Guide for Applicants**, which provided detailed instructions on eligibility criteria, the application process and required documentation.
- **Story-telling Master for SMEs**, a comprehensive guide developed to assist participants in designing, structuring, and producing their video content.
- **A collection of FAQs**, addressing common questions and clarifications about the call.
- **Multimedia resources** such as webinar slides and video recordings of information sessions, which offered practical walkthroughs and useful insights into how to prepare a successful submission.



The screenshot shows the homepage for the SILEO Open Call for BEST COMPANY STORY-TELLING VIDEO CONTEST. The page has a light blue header with the SILEO logo and navigation links: EUROCLUSTER CALLS, CONTACT, and LOGIN. A blue arrow points to a 'Back' link. The main heading is 'SILEO Open Call for BEST COMPANY STORY-TELLING VIDEO CONTEST'. The text describes the contest's purpose: to enhance the visibility and international appeal of European SMEs by showcasing their success stories in the green and digital transition. It mentions that the contest is open to all European lighting and furniture SMEs and that the winning videos will be showcased at the Salone del Mobile 2025. The primary objective is to boost the visibility and global appeal of SMEs. The SILEO Jury, consisting of project partners and their internal marketing departments' staff, will review all submitted videos and select the top three. The jury operates with complete independence and has full discretion in its decision-making. The SILEO Jury will award the respective three SMEs with prize money:

- 5.000€ for the "Gold story-telling" (1<sup>st</sup> prize)
- 3.000€ for the "Silver story-telling" (2<sup>nd</sup> prize)
- 2.000€ for the "Bronze story-telling" (3<sup>rd</sup> prize)

The three SME winners will be invited to participate in the SILEO official award ceremony, which will take place during the Salone del Mobile in Milan, Italy from April 8th to 13<sup>th</sup> (Milan Furniture Fair) – the exact date will be defined in January 2025.

Travel vouchers recognition:

Additionally, to the 3 cash prizes described above, the SILEO Consortium reserves the right to provide travel vouchers (maximum of € 500) to the 10-15 finalist (non-winning) SMEs

### Homepage for the SILEO Open Call for BEST COMPANY STORY-TELLING VIDEO CONTEST

From the Call homepage, applicants could access the application process, which was structured into three distinct steps:

1. **STEP 1 - Submission of administrative data:** in the first step, applicants submitted detailed administrative information about their organization, including company name, address, legal status, and contact details. This information was gathered to verify the applicant's eligibility.
2. **STEP 2 – Upload of the SILEO storytelling video:** the second step involved the submission of the storytelling video with a brief description of the video content. Applicants were required also to indicate which specific SILEO action or activities had inspired their submission, ensuring thematic alignment with the contest's objectives.
3. **STEP 3 - Upload of the signed Declaration of Honour:** the final step in the application required applicants to upload the signed Declaration of Honour, formally affirming the applicant's compliance with contest rules and eligibility standards.

## 1.2 - Evaluation process of submitted applications

The assessment of applications submitted to the SILEO Best Company Storytelling Video Contest was conducted by the SILEO Jury, composed of representatives from the project partner organizations and internal marketing professionals. The evaluators were selected by the SILEO Consortium based on their technical expertise and knowledge of industrial processes in the lighting and furniture sectors, as well as experience in strategic communication, brand positioning, and marketing content evaluation. The evaluation process followed strict ethical standards, ensuring no conflicts of interest and maintaining confidentiality of

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all received information. All reviewers signed a Non-Disclosure Agreement (NDA) to guarantee confidentiality.

The evaluation followed a two-stage process:

- ✓ In the first stage, **eligibility** was verified based on compliance with administrative criteria, sectoral relevance, and inclusion of mandatory video components. These included a clear company presentation, a description of the product or service improved/inspired through SILEO support, and essential company contact information embedded in the video.
- ✓ Submissions that passed the eligibility check proceeded to the second stage: here, each eligible video underwent a **quality evaluation based on content, storytelling technique, and audiovisual execution**. Reviewers assigned scores according to predefined criteria including originality, clarity, emotional engagement, and alignment with the objectives of the SILEO Eurocluster.

Videos were assessed using a threshold-based scoring matrix, with only the top-rated submissions passing to the final ranking. After individual evaluations, the final rankings were calculated as the average of individual assessments and results were compiled into a preliminary ranking list. This preliminary ranking was reviewed and approved by the SILEO Consortium in a dedicated decision-making meeting.

Based on this final ranking, the three highest-scoring SMEs were selected as winners and awarded the following financial prizes:

- 1) **5.000€ for the "Gold story-telling" (1° prize)**
- 2) **3.000€ for the "Silver story-telling" (2° prize)**
- 3) **2.000€ for the "Bronze story-telling" (3° prize)**

The winning-SMEs were formally invited to sign a Sub-Grant Agreement (SGA) with the SILEO Consortium, which regulated the terms and conditions for the disbursement of the awarded financial support. In addition, winning SMEs were also invited to take part in the official SILEO Award Ceremony, which was held on 10 April 2025 during the prestigious Salone del Mobile in Milan, Italy. This high-profile event served as an international showcase for innovation in the furniture and lighting sectors, offering the winners valuable exposure and opportunities to engage with industry stakeholders.

To promote inclusivity and ensure broader participation, the SILEO Consortium also allocated travel vouchers to a selected group of SMEs that ranked just below the top three positions. These vouchers, each valued up to € 500, were designed to help cover travel expenses and facilitate their attendance at the award ceremony.



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### 2. Results of the SILEO Best Company Storytelling Video Contest

Following the evaluation process, the SILEO Consortium proudly recognized three outstanding SMEs whose videos exemplified innovation, clarity and alignment with the project's core values.


#### 2.1 - First winner prize: S.C. E-LABORATOR FEERIA S.R.L.



The Gold prize was awarded to **S.C. E-LABORATOR FEERIA S.R.L.**, a Romanian SME based in Baleni, operating within the furniture manufacturing sector. Their video stood out for its originality, clarity of vision and its strong alignment with the SILEO objectives of fostering circularity and digital transformation through collaboration.

The video narrates the company's journey in embracing a green transition, realized through an evolving partnership with two tech partners: MicaCera and Craftex. Their joint efforts were anchored in the second SILEO Open Call for Advanced Technology Uptake Projects, under which they proposed the development of a line of solar-powered urban benches integrating HPL (High-Pressure Laminate) scraps from their manufacturing process. The storytelling emphasizes the emergence of a genuine creative hub in which each partner brought specific expertise to the project: MicaCera led on design, Craftex managed the metal fabrication, and E-Laborator integrated electronic and electrical systems. The result was a compelling demonstration of how cross-SME collaboration can drive circular economy solutions. Through compelling visuals and a cohesive narrative, the video illustrates not only technological advancement but also the human and relational dimension of sustainable development. It reflects a collective evolution shaped by knowledge sharing, resource optimization and a strong sense of mission aligned with SILEO's green transition goals.

As an additional impact, the video highlights how SILEO's influence extended beyond E-Laborator, encouraging Craftex and MicaCera to adopt waste-reduction strategies and develop new product lines based on circularity principles.

➔  Watch the video [here](#).





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### 2.2 - Second winner prize: Bau-Service Grzegorz Terpiński



The **Silver prize** was awarded to **Bau-Service Grzegorz Terpiński**, a small Polish carpentry company that blends traditional craftsmanship with modern innovation.

Their video tells the inspiring journey that began in the 1990s with a dream to create unique, handcrafted furniture made with passion and care. This vision laid the foundation for a company rooted in personal commitment to quality. Today, BAU-SERVICE continues this journey by embracing digital tools that promote sustainability, such as reducing waste through digital prototyping and using photorealistic 3D rendering to refine designs.

Through their active participation in the SILEO Call for Talent Placement Projects and Business Digital Transformation Projects, Bau-Service received support that enabled them to recruit a new talent specifically tasked with advancing their digitalization strategy and also engaged in a collaborative partnership with a technology provider, paving the way for the adoption of AI-powered marketing tools and advanced digital design solutions, allowing them to maintain high standards while increasing efficiency and creativity. Bau-Service now successfully maintains its commitment to handcrafted quality while enhancing operational efficiency, expanding its creative possibilities, and aligning with environmental priorities. The video closes with a forward-looking message reaffirming the company's dedication to sustainable craftsmanship, while remaining true to its founder's vision of beauty and functionality in the digital age.

→  Watch the video [here](#).



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### 2.3 - Third winner prize: Cubin.Fur.Eco S.R.L.

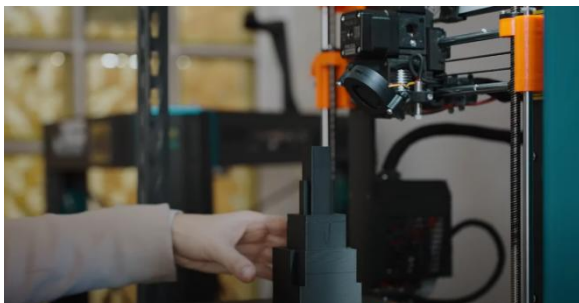
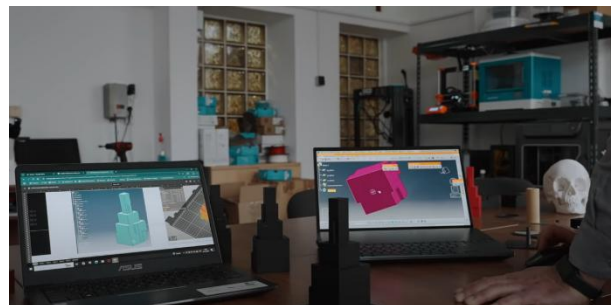


The **Bronze prize** was given to **Cubin.Fur.Eco S.R.L.**, a Bucharest-based furniture SME committed to ecological principles. The video by Cubin.Fur.Eco S.R.L. follows the journey of a bold idea brought to life against the odds.

CUBIN was founded with a clear vision: to create sustainable furniture using as few traditional resources as possible, like wood and metal, and instead rely on materials that are already in surplus on our planet. In their video the narrative begins by presenting the concept of the brand and the reasons behind its creation. As the story progresses, the video highlights the many challenges encountered along the way and the transformative impact of the SILEO business support actions, which gave the CUBIN team the confidence and tools to turn their vision into reality. Viewers are taken on a journey from Bucharest to Iași, where collaborators, suppliers, and 3D printing labs play a vital role in developing and testing the first upholstered prototypes. The process of turning recycled materials into functional, beautifully designed furniture components is shown in detail, underscoring the power of innovation and determination.

The video concludes with a strong message about sustainability, emphasizing the urgent need to use resources more efficiently and to make conscious, responsible choices as consumers. It reflects CUBIN's commitment to reshaping the furniture industry through technology, local collaboration, and an unwavering dedication to the environment.

→  Watch the video [here](#).



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### 3. SILEO Award Ceremony

The **official award ceremony** for the SILEO Best Company Storytelling Video Contest was held on 10 April 2025, during the Salone del Mobile fair in Milan (Italy) - a world-leading event in the design and furniture industry. As one of the most prestigious international showcases for innovation, craftsmanship, and design excellence, the fair offered an exceptional stage to honour and celebrate the creativity and commitment of the participating SMEs.

The event brought together SILEO partners, SMEs, designers, manufacturers, industry associations and institutional stakeholders, offering an inspiring moment of recognition and networking.

The three winning SMEs were celebrated and their video was spotlighted to the audience during the ceremony. The ceremony also welcomed the presence of other contest participants who, while not among the prize winners, were able to attend the event in person thanks to the travel vouchers awarded by the SILEO Consortium. These SMEs had the chance to engage with peers, project partners, and sector stakeholders, fostering valuable exchanges and new professional connections within the European innovation ecosystem.

Beyond the live event, the dissemination of the winning videos continued across multiple channels. The videos were featured on the **ELCA YouTube channel** under a dedicated playlist titled “[SILEO BEST COMPANY STORY-TELLING VIDEO CONTEST – SMEs Winners](#)”, and actively promoted through the project’s social media networks (in particular LinkedIn) and shared via partners’ newsletters, reaching a diverse and widespread audience.

Furthermore, the winning videos and other video submitted were preloaded onto a USB drive branded with the SILEO identity and distributed to visitors and partners during the Salone del Mobile fair. This additional dissemination effort contributed to amplifying the reach of the contest and reinforcing the project's commitment to promoting SME-led innovation in sustainability and digital transformation.



*Winning SME – 1st place*



*Winning SME – 2nd place*



*Winning SME – 3rd place*



## Deliverable 6.3 – SILEO Best Company Storytelling Contest

### Conclusion

The SILEO Best Company Storytelling Video Contest provided an opportunity to explore how narrative approaches can support the communication of sustainable and digital innovation among European SMEs in the lighting and furniture sectors. Thanks to structured support and accessible tools, participating SMEs were able to articulate how their engagement in SILEO helped shape their development strategies, particularly in relation to green transition, digitalization, and product or service improvement. The resulting stories offered insights into the practical application of SILEO interventions, from talent integration and technology uptake to collaborative design and resource optimization.

Rather than focusing solely on promotion, the initiative demonstrated how storytelling can be used as a practical tool for capturing learning and communicating change to wider audiences, including customers, partners, and other stakeholders. The contest also contributed to enhancing the international exposure of SMEs by providing a platform for their narratives at the Salone del Mobile fair and through targeted dissemination activities. While the primary objective was not visibility alone, the contest supported peer learning and knowledge exchange across different countries and sectors.

In closing, the SILEO Consortium expresses its appreciation to all SMEs who participated in the contest. Their contributions brought real examples of innovation and collaboration to light, enriching the shared understanding of how small enterprises engage with digital and green transition processes in a European context.

