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Project acronym: RespiceSME
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Deliverable 5.4 Communication Kit

Deliverable Name	Communication kit
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Deliverable Lead Partner	Partner 1 - SEZ
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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	





Narrative Texts

RespiceSME provides a **communication kit** about the project containing narrative text, photographs, slides and every communication material that will be complemented with copyright licenses for the European Commission and for Photonics21.

The following **narrative text (longer version)** targets a general audience and focus on the technical achievements as well as on the economical and societal benefits for the EU:

The RespiceSME project aims to reinforce the innovative capacity of Europe's photonics Small and Medium Enterprises (SMEs), clusters and national platforms by stimulating targeted collaborations in and beyond photonics. RespiceSME proposes new approaches for stronger innovative effectiveness using a 3-dimensional approach. In the first dimension, RespiceSME will evaluate and stimulate the innovation potential in order to strengthen the innovation capacity of high-tech photonics SMEs. In the second dimension, RespiceSME will enhance the global technological exploitation of photonics innovation capacity by analysing different value chains valuable for high-tech photonics SMEs. This will allow significant leveraging of non-photonics sectors such as Environment/ Energy, Transport and Manufacturing and thereby, enabling the penetration of new markets and/or new application areas close to markets. The third dimension focuses on creating a bridge over the 'Valley of Death' to increase the competitiveness of the European photonics sector by developing Best Practices for enabling photonics SMEs access European and regional Research Technology Organisations, harnessing educational and training programmes aligned with their specific needs, determining next generation regional innovative smart specialisation strategies and providing access to public and private financial supports.

The following **short narrative text** should be used for newsletters' and Twitter's purposes:

RespiceSME reinforces the innovative capacity of Europe's photonics SMEs, clusters and national platforms by stimulating increased collaborations in and beyond photonics. RespiceSME proposes a 3-dimensional approach to enhance the innovation capacity of photonics SMEs, analyse value chains to support a more effective penetration by European photonics SMEs in global non-photonics sectors and harness the full innovative capacity of the European photonics infrastructure.