



# HUBCAP

**Grant Agreement: 872698**

Digital innovation HUBs and Collaborative  
Platform for cyber-physical systems

**HUBCAP Call #1.4 PULL Promotion KiT**  
September/2021



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## Introduction

This document serves the purpose of developing a strategy for promoting HUBCAP open Call #1.4 PULL. The promotional activities presented here will be one component of a larger communication strategy that focuses HUBCAP overall dissemination and communication activities. Promotional activities with DIHs and potential users will increase people's awareness of HUBCAP Open Calls and thus allows to reach a wider target group and motivate them to be engaged in HUBCAP programme. In this document HUBCAP partners will have access to a thorough guidelines on best practices to promote the Call #1.4 PULL. It is composed by Email Templates, examples of Social Media posts and the respective developed Social Media Visuals.

## Open Call Communication Guidelines

### Open Call text and details

**Open call launch:** 7<sup>th</sup> September 2021

**Open call deadline:** 4<sup>th</sup> November 2021, 5PM CET (Brussels Time)

**F6S Application Form for individual SMEs:** [www.f6s.com/hubcap-call-1.4-pull/apply](http://www.f6s.com/hubcap-call-1.4-pull/apply)

**Project Website:** [www.hubcap.eu](http://www.hubcap.eu)

### Guidelines for an effective dissemination

A kindly remind of few guidelines for an effective dissemination, to be achieved either by you personally or by the communication department in your organisation - make sure to share this with them:

**Please**, do not forget to follow HUBCAP Social Media accounts – [Twitter](#) and [LinkedIn](#) – like and share our posts. By doing it so you are helping us to outreach a wider public.

**Please**, publish the Open Call #1.4 PULL - Press Release on your website and/or send it to your communication department requesting that this is published in your newsletter, website, or other relevant channel. It is ok to translate or to make slight adjustments to your channels if needed.

**Please**, publish at least two posts per week during the open call promotion on your organisation social media channels announcing the call and directing people to the website. You can find visuals and post templates on [HUBCAP SVN](#).

**Please**, all partners post in your personal LinkedIn/Twitter profiles information referring to Open Call #1.4 PULL by using the Promotion KIT developed, and **always tag HUBCAP**. We must use our personal networks to reach relevant contacts. Please note that for LinkedIn and Twitter posts you should use the rectangular visual, but you can also find squared visuals if these fit best in your channels.

**Please**, invite direct companies that may be interested in the Call. For this, use the Promotion KIT email Templates (feel free to adjust) to disseminate the Open Call #1.4 PULL among your network ecosystems. We particularly ask the **DIHs** to disseminate the press release and/or direct email.

# Email Templates

## Email Template for SMEs

**Subject line:**

**[SME NAME]: Is your SME/midcap providing digital technologies? Join HUBCAP and we will help you find new customers.**

Hello,

My name is [NAME] from [ORGANISATION]. I am contacting you to invite your SME/midcap to join the exciting HUBCAP programme (DIGITAL INNOVATION HUBS AND COLLABORATIVE PLATFORM FOR CYBER PHYSICAL SYSTEMS)!

We found out about your company on RESOURCE/WEBSITE and believe you would be a great fit.

### What is in it for you?

- The HUBCAP is a 3-year project, funded by the European Commission (January 2020 - December 2022)
- We are now looking for SMEs/midcaps CPS providers which may be interested in offering their MBD CPS solutions in our platform/marketplace. Applicants can join in by applying to HUBCAP Call #1.4 - PULL.
- Selected SMEs get:
  - The opportunity to integrate their MBD CPS products, services and technologies within the HUBCAP ecosystem offering
  - The chance to reach potential new customers and collaborators and to participate in funded HUBCAP experiments and innovations
  - A lump sum of 1000€ (per SME)
  - Access to a sustainable ecosystem of stakeholders active in multiple CPS domains (Mobility, Industry, Health, Energy, Environment, Robotics, etc.)
  - Access to support services and workshops with our DIHs

SMEs can join HUBCAP programme by applying to **Open Call #1.4 PULL** and find out all about it on the [HUBCAP website](#).

Applications are open until **4 November 2021 at 5pm CET** (Brussels Time). Apply now on F6S: <https://www.f6s.com/hubcap-call-1.4-pull/apply>

We hope to see you there!


Best wishes,

P.S. Do you know anyone else who could be interested? I am attaching a social media post:

-----


**READY TO JOIN @hubcap\_eu?**

Call 1.4 PULL is now open! Don't miss the chance of:

 Lump sum 1000€ per SME

 Integrate your solution in @hubcap\_eu ecosystem

 Support services & workshops by DIHs

 Sell your assets

APPLY NOW: [www.hubcap.eu](http://www.hubcap.eu)



**HUBCAP is your one-stop-shop for embracing digital innovation using model-based design technology for Cyber-Physical Systems!**

 **Call #1.4 PULL**  
Apply and get a mini-grant of 1000€, support services and access to new markets.

**APPLY NOW**  
Deadline: 4 November (17h00CET)

 **HUBCAP**

 Smart anything everywhere

**Please tag photo:** @hubcap\_eu, @SAE\_Initiative, @AU\_Bxl, @fortiss, @ICT\_IDEALIST, @F6S\_Gov, @Computingncl, @EngineeringSpa, @beiaconsult, @DSMeu, @FBKcom

## Email Template for Stakeholders

**Subject line** [NAME OF STAKEHOLDER]: Applications open to the HUBCAP Call #1.4 PULL! With a Lump Sum of 1000€ & support services per SME/midcap in your network.

Hello,

My name is [NAME] from [ORGANISATION]. I am contacting you because I believe the **HUBCAP project (DIGITAL INNOVATION HUBS AND COLLABORATIVE PLATFORM FOR CYBER-PHYSICAL SYSTEMS)** will be very interesting for the SMEs in your community.

HUBCAP is an innovative one-stop-shop, creating opportunities for European SMEs in an ever-wider range of CPS domains. HUBCAP will organise three series of Open Calls throughout 2020-2022, with **€3,2 million** committed in cascade funding for SMEs, namely: Call #1 PULL, Call #2 EXPERIMENT and Call #3 INNOVATE.

### Our Call #1.4 - PULL is now open for applications!

We are now looking for SMEs/midcaps CPS providers which may be interested in offering their MBD CPS solutions in our platform/marketplace. Applicants can join in by applying to HUBCAP Call #1.4 - PULL. Selected SMEs get:

- The opportunity to integrate their MBD CPS products, services and technologies within the HUBCAP ecosystem offering
- The chance to reach potential new customers and collaborators and to participate in funded HUBCAP experiments and innovations
- A lump sum of 1000€ (per SME)
- Access to a sustainable ecosystem of stakeholders active in multiple CPS domains (Mobility, Industry, Health, Energy, Environment, Robotics, etc.)

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SMEs can join HUBCAP programme by applying to **Open Call #1.4 PULL** and find out all about it on the [HUBCAP website](#).

Applications are open until **4 November 2021 at 5pm CET** (Brussels Time). Apply now on F6S: <https://www.f6s.com/hubcap-call-1.4-pull/apply>


We hope to see you there!


Best wishes,

P.S. Do you know anyone else who could be interested? I am attaching a social media post:


-----  
**READY TO JOIN @hubcap\_eu?**

Call 1.4 PULL is now open! Don't miss the chance of:

 Lump sum 1000€ per SME

 Integrate your solution in @hubcap\_eu ecosystem

 Support services & workshops by DIHs

 Sell your assets

APPLY NOW: [www.hubcap.eu](http://www.hubcap.eu)



The image is a promotional graphic for HUBCAP Call #1.4 PULL. It features a dark blue background with circuit-like patterns. The text reads: 'We are looking for innovative European SMEs providing digital technologies for Cyber-Physical Systems in multiple application domains!'. Below this is a small icon of a robot head. Further down, it says 'Call #1.4 PULL', 'Receive a 1000€ lump sum & support services', and 'Access the HUBCAP community & new markets'. On the right, there is a white button that says 'APPLY NOW' and a smaller text 'Deadline: 4 November (17h00CET)'. At the bottom, there is an orange banner with the HUBCAP logo and name, and a small SAE logo on the right.

Please tag photo: @hubcap\_eu, @SAE\_Initiative, @AU\_Bxl, @fortiss, @ICT\_IDEALIST, @F6S\_Gov, @Computingncl, @EngineeringSpa, @beiaconsult, @DSMeu @FBKcom

## Email Template for Partners

**Subject line:** Request from [NAME YOUR ORGANISATION]: Your help needed in disseminating the HUBCAP open calls.

Dear [NAME],

We wanted to ask for your help in disseminating the Open Call #1.4 PULL of our project [HUBCAP \(Digital Innovation Hubs and Collaborative Platform for Cyber-Physical Systems\)](#) (supported by the European Commission).

Could you post a blog, tweet, or send out in your newsletter? (see content prepared below). We would really appreciate it! Please let us know and thank you in advance!

Please find attached the Press Release for the call.

### Newsletter text

**Title:** Are you ready to join HUBCAP Programme?

**Text:** HUBCAP has just launched the first Open Call #1.4 - PULL: we are now looking for European SMEs/midcaps providing CPS and MBD assets & tools. Such digital technologies may be applied to any sector domain (Mobility, Industry, Health, Energy, Environment, Robotics, etc.), to enrich our innovative and sustainable cloud-based open collaboration platform! A lump sum of 1000€ per SME will be given to integrate its solutions and to participate in a workshop!

**Month:** [Apply by 4 November 2021!](#)

Use this social media visual (in attachment):



P.S. Do you know anyone else who could be interested? I am attaching a social media post:

-----

### READY TO JOIN @hubcap\_eu?

Call 1.4 PULL is now open! Don't miss the chance of:



Lump sum 1000€ per SME



Integrate your solution in @hubcap\_eu ecosystem



Support services & workshops by DIHs



Sell your assets

APPLY NOW: [www.hubcap.eu](http://www.hubcap.eu)





We are looking for **innovative European SMEs** providing digital technologies for Cyber-Physical Systems in multiple application domains!

**Call #1.4 PULL**  
Receive a 1000€ lump sum & support services  
Access the HUBCAP community & new markets

**APPLY NOW**  
Deadline: 4 November (17h00CET)

**HUBCAP**

Smart anything everywhere

Please tag photo: @hubcap\_eu, @SAE\_Initiative, @AU\_Bxl, @fortiss, @ICT\_IDEALIST, @F6S\_Gov, @Computingncl, @EngineeringSpa, @beiaconsult, @DSMeu @FBKcom

## Social Media Pots

### Twitter Posts

#1

The wait is over! @hubcap\_eu **Call #1.4 PULL is here!** A mini grant of €1000 will be given to #SMEs CPS providers which may be interested in adding their MBD tools & models in our marketplace! Apply Now -- [www.hubcap.eu/calls/pull](http://www.hubcap.eu/calls/pull)



HUBCAP is your one-stop-shop for embracing digital innovation using model-based design technology for Cyber-Physical Systems!

**Call #1.4 PULL**  
Apply and get a mini-grant of 1000€, support services and access to new markets.

**APPLY NOW**  
Deadline: 4 November (17h00CET)

**HUBCAP**





Smart anything everywhere

TAG: [@hubcap\\_eu](https://twitter.com/hubcap_eu), [@SAE\\_Initiative](https://twitter.com/SAE_Initiative), [@AU\\_Bxl](https://twitter.com/AU_Bxl), [@fortiss](https://twitter.com/fortiss), [@ICT\\_IDEALIST](https://twitter.com/ICT_IDEALIST), [@F6S\\_Gov](https://twitter.com/F6S_Gov), [@Computingncl](https://twitter.com/Computingncl), [@EngineeringSpa](https://twitter.com/EngineeringSpa), [@beiaconsult](https://twitter.com/beiaconsult), [@DSMeu](https://twitter.com/DSMeu), [@FBKcom](https://twitter.com/FBKcom)

#2

READY TO JOIN @hubcap\_eu?

Call 1.4 PULL is now open! Don't miss the chance of:

-  Lump sum 1000€ per SME
-  Integrate your solution in @hubcap\_eu ecosystem
-  Support services & workshops by DIHs
-  Sell your assets



APPLY NOW: [www.hubcap.eu](http://www.hubcap.eu)



We are looking for **innovative European SMEs** providing digital technologies for Cyber-Physical Systems in multiple application domains!

**Call #1.4 PULL**  
Receive a 1000€ lump sum & support services  
Access the HUBCAP community & new markets

**APPLY NOW**  
Deadline: 4 November (17h00CET)

**HUBCAP**

Smart Anything Everywhere

**TAG:** [@hubcap\\_eu](#), [@SAE\\_Initiative](#), [@AU\\_Bxl](#), [@fortiss](#), [@ICT\\_IDEALIST](#), [@F6S\\_Gov](#), [@Computingncl](#), [@EngineeringSpa](#), [@beiaconsult](#), [@DMSeu](#), [@FBKcom](#)

### #3

Are you an #SME providing digital innovation technologies? Apply now to @hubcap\_eu Call #1.4 PULL and get the chance to add your MBD asset tool to HUBCAP ecosystem and reach new potential customers.

APPLY NOW: [www.hubcap.eu](http://www.hubcap.eu)



**HUBCAP PULL** calls helped 40 SMEs to provide digital technologies for Cyber-Physical Systems in the past year.

**Call #1.4 PULL**  
Apply to Call #1.4 and become part of the HUBCAP Community!

**APPLY NOW**  
Deadline: 4 November (17h00CET)

**HUBCAP**

Smart Anything Everywhere

**TAG:** [@hubcap\\_eu](#), [@SAE\\_Initiative](#), [@AU\\_Bxl](#), [@fortiss](#), [@ICT\\_IDEALIST](#), [@F6S\\_Gov](#), [@Computingncl](#), [@EngineeringSpa](#), [@beiaconsult](#), [@DMSeu](#), [@FBKcom](#)

## LinkedIn Posts

### #1

#### Calling out to SMEs/midcaps providing CPS and MBD assets & tools!

HUBCAP has just launched its 4<sup>th</sup> PULL call!

The PULL calls provide a mini grant of €1,000 to help individual SMEs integrate existing CPS and MBD tools in the HUBCAP collaboration platform. The asset integration is supported by the DIHs through the participation in workshops. SMEs are invited to define the price structure for their assets and will

thus benefit from exposure in the HUBCAP marketplace, as well as the opportunity to find new customers and participate in the subsequent EXPERIMENT and INNOVATE calls.

**Applications to Call #1.4 PULL will close on 4 November, 5pm CET (Brussels Time).**

APPLY NOW: [www.hubcap.eu/calls/pull](http://www.hubcap.eu/calls/pull)

A promotional graphic for HUBCAP Call #1.4 PULL. The top half has a dark blue background with circuit-like patterns. It features the text: "We are looking for innovative European SMEs providing digital technologies for Cyber-Physical Systems in multiple application domains!". Below this is an icon of a cloud with circuit lines. Then, "Call #1.4 PULL" is written in orange, followed by "Receive a 1000€ lump sum & support services" and "Access the HUBCAP community & new markets". A "Deadline: 4 November (17h00 CET)" is shown next to a "Deadline:" label. A white "APPLY NOW" button is on the right. The bottom half is orange with the HUBCAP logo and a small "Smart Anything Everywhere" logo on the right.

We are looking for **innovative European SMEs** providing digital technologies for **Cyber-Physical Systems** in multiple application domains!

**Call #1.4 PULL**  
Receive a 1000€ lump sum & support services  
Access the HUBCAP community & new markets

**Deadline:**  
Deadline: 4 November (17h00 CET)

**APPLY NOW**

 HUBCAP



**TAG:** #hubcapEU #smartanythingeverywhere #opencall #experiments #smes #digitalinnovations #I4MS #DIHs #modelbaseddesign #cyberphysicalsystems #EUproject #cascadefunding

## #2

 #hubcapEU **Open Call #1.4 PULL is now open for applications!** 

Are you an SME providing CPS and MBD assets and tools? Join our HUBCAP programme through Call #1.4 PULL and receive:

- ✓ The opportunity to integrate their MBD CPS products, services and technologies within the HUBCAP ecosystem offering
- ✓ The chance to reach potential new customers and collaborators and to participate in funded HUBCAP experiments and innovations
- ✓ A lump sum of 1000€ (per SME)
- ✓ Access to a sustainable ecosystem of stakeholders active in multiple CPS domains (Mobility, Industry, Health, Energy, Environment, Robotics, etc.)
- ✓ Access to support services and workshops with our DIHs

**Applications to Call #1.4 PULL will close on 4 November, 5pm CET (Brussels Time).**

APPLY NOW  [www.hubcap.eu/calls/pull](http://www.hubcap.eu/calls/pull)



**TAG:** #hubcapEU #smartanythingeverywhere #opencall #digitaltechnologies #smes #digitalinnovations #I4MS #DIHs #modelbaseddesign #cyberphysicalsystems #EUproject #cascadefunding

### #3

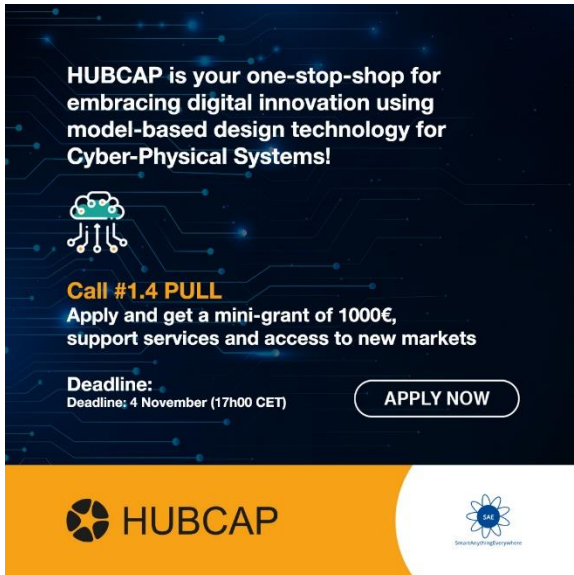
🔔 #hubcapEU **Open Call #1.4 PULL is now open for applications!**

HUBCAP is looking for European SMEs/midcaps providing CPS and MBD assets & tools. Such digital technologies may be applied to any sector domain (Mobility, Industry, Health, Energy, Environment, Robotics, etc.), to enrich our innovative and sustainable cloud-based open collaboration platform! Apply and get:


- ✓ The opportunity to integrate their MBD CPS products, services and technologies within the HUBCAP ecosystem offering
- ✓ The chance to reach potential new customers and collaborators and to participate in funded HUBCAP experiments and innovations
- ✓ A lump sum of 1000€ (per SME)
- ✓ Access to a sustainable ecosystem of stakeholders active in multiple CPS domains (Mobility, Industry, Health, Energy, Environment, Robotics, etc.)
- ✓ Access to support services and workshops with our DIHs

**Applications to Call #1.4 PULL will close on 4 November, 5pm CEST (Brussels Time).**

**APPLY NOW** 🖱️ [www.hubcap.eu/calls/pull](http://www.hubcap.eu/calls/pull)





HUBCAP is your one-stop-shop for embracing digital innovation using model-based design technology for Cyber-Physical Systems!



**Call #1.4 PULL**  
Apply and get a mini-grant of 1000€, support services and access to new markets

**Deadline:**  
Deadline: 4 November (17h00 CET)

**APPLY NOW**

**TAG:** #hubcapEU #smartanythingeverywhere #opencall #digitaltechnologies #smes #digitalinnovations #I4MS #DIHs #modelbaseddesign #cyberphysicalsystems #EUproject #cascadefunding

## Social Media Visuals

### Twitter Visuals





**Call #1.4 PULL**  
**Join us in Cyber-Physical Systems revolution!**

**APPLY NOW**

**Deadline: 4 November (17h00CET)**

Figure 1: Twitter visual 1.



**HUBCAP is your one-stop-shop for embracing digital innovation using model-based design technology for Cyber-Physical Systems!**



**Call #1.4 PULL**  
Apply and get a mini-grant of 1000€, support services and access to new markets.

**APPLY NOW**

Deadline: 4 November (17h00CET)

 **HUBCAP**

  
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Figure 2: Twitter visual 2.



**We are looking for innovative European SMEs providing digital technologies for Cyber-Physical Systems in multiple application domains!**



**Call #1.4 PULL**  
Receive a 1000€ lump sum & support services  
Access the HUBCAP community & new markets

**APPLY NOW**

Deadline: 4 November (17h00CET)

 **HUBCAP**

  
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Figure 3: Twitter visual 3.





**HUBCAP PULL calls helped 40 SMEs to provide digital technologies for Cyber-Physical Systems in the past year.**



**Call #1.4 PULL**  
Apply to Call #1.4 and become part of the HUBCAP Community!

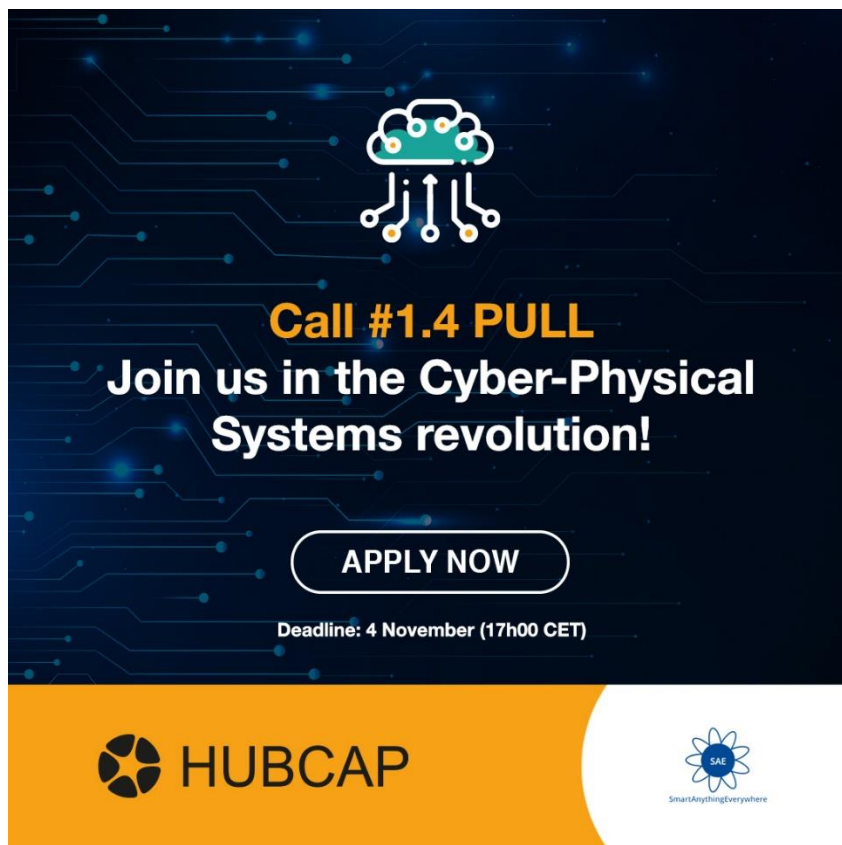
**APPLY NOW**


Deadline: 4 November (17h00CET)

Figure 4: Twitter visual 4.

## LinkedIn Visuals





**Call #1.4 PULL**  
**Join us in the Cyber-Physical Systems revolution!**

**APPLY NOW**

Deadline: 4 November (17h00 CET)



 

Figure 5: LinkedIn visual 1.



We are looking for **innovative European SMEs** providing digital technologies for Cyber-Physical Systems in multiple application domains!



**Call #1.4 PULL**  
Receive a 1000€ lump sum & support services  
Access the HUBCAP community & new markets

**Deadline:**  
Deadline: 4 November (17h00 CET)

[APPLY NOW](#)

 **HUBCAP**

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Figure 6: LinkedIn visual 2.



**HUBCAP PULL calls helped 40 SMEs to provide digital technologies for Cyber-Physical Systems in the past year.**



**Call #1.4 PULL**  
Apply and become part of the HUBCAP Community!

**Deadline:**  
Deadline: 4 November (17h00 CET)

[APPLY NOW](#)

 **HUBCAP**


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Figure 7: LinkedIn visual 3.





**HUBCAP is your one-stop-shop for embracing digital innovation using model-based design technology for Cyber-Physical Systems!**



**Call #1.4 PULL**  
Apply and get a mini-grant of 1000€, support services and access to new markets

**Deadline:**  
Deadline: 4 November (17h00 CET)

**APPLY NOW**




Figure 8: LinkedIn visual 4.

## One Pager/Flyer



**We are looking for innovative European SMEs providing digital technologies in multiple application domains.**

 **Call #1.4 PULL**

**HUBCAP** is the one-stop-shop for European SMEs wanting to embrace digital innovation using Model-Based Design (MBD) technology for Cyber-Physical Systems (CPS). Is your SME/midcap providing such tools? Join the programme by integrating your assets in our collaboration platform and we will help you find new end-users.

**What you get**

- The opportunity to integrate your MBD CPS products, services and technologies within the HUBCAP ecosystem offering
- The chance to reach potential new customers and collaborators and to participate in funded HUBCAP experiments and innovations
- A lump sum of 1000€ (per SME)
- Access to a sustainable ecosystem of stakeholders active in multiple CPS domains (Mobility, Industry, Health, Energy, Environment, Robotics, etc.)
- Access to support services and workshops with our Digital Innovation Hubs

**Open call deadline: 4 November 2021 (17h00 CET)**

**APPLY NOW**

hubcap   
@hubcap\_eu 

 **HUBCAP**

Read the guidelines and find out more  
[www.hubcap.eu](http://www.hubcap.eu)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 872698. This flyer reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.



Figure 9: One pager/flyer.