



communication TOOLKIT

FOR EXTERNAL PARTNERS



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1. PURPOSE OF THE TOOLKIT

This toolkit provides **ready-to-use communication materials** enabling HARD2SCALE external partners to:

- Announce their participation in the HARD2SCALE acceleration programme
- Communicate milestones and programme activities
- Promote collaboration opportunities
- Increase visibility among the industry and innovation ecosystems

It ensures **consistent messaging, brand coherence, and maximum dissemination impact** across partners, startups, investors and industry stakeholders.

The communication strategy aims to **strengthen engagement between startups, investors and hard-to-abate industries, while positioning HARD2SCALE as a leading cross-border accelerator for deep-tech and cleantech innovation in Europe.**

2. BOILERPLATES

SHORT DESCRIPTION (50 WORDS)

HARD2SCALE is a European cross-border accelerator supporting digital and deep-tech startups developing solutions for Energy Intensive Industries and hard-to-abate sectors. Through mentoring, investor matchmaking and industry collaboration, the programme helps innovative startups scale technologies that contribute to industrial decarbonisation and the European green transition.

MEDIUM DESCRIPTION (100 WORDS)

HARD2SCALE is a Horizon Europe initiative designed to accelerate the growth of deep-tech and cleantech startups developing solutions for Europe's most challenging industrial sectors. The programme connects startups with investors, industrial stakeholders, and innovation ecosystems to facilitate market adoption and funding opportunities. Through tailored acceleration activities, open innovation workshops and investor pitching sessions, HARD2SCALE enables startups to refine their business strategies, secure partnerships and scale their innovations across borders. The project contributes to Europe's green transition by supporting technologies that reduce emissions and improve sustainability in energy-intensive industries.

BOILERPLATE (FOR PRESS RELEASES AND WEBSITES)

HARD2SCALE is a cross-border acceleration programme funded by the European Union through Horizon Europe. The project supports digital and deep-tech startups developing innovative solutions for energy-intensive and hard-to-abate sectors such as cement, steel, chemicals and maritime transport.

By connecting startups with investors, industry stakeholders and innovation ecosystems across Europe, HARD2SCALE helps accelerate the development, market uptake and scaling of technologies contributing to industrial decarbonisation and the European Green Deal.

The project aims to support up to 40 startups through tailored acceleration activities, mentoring, investor readiness training and collaboration opportunities with industrial partners.

PARTICIPANT BOILERPLATES (ADAPT AS NEEDED)

[Organisation] is partnering with HARD2SCALE to support cross-border acceleration, open innovation, and investor-startup matchmaking that speeds industrial decarbonisation in Europe's energy-intensive sectors. This collaboration strengthens bridges across ecosystems and contributes to Startup Europe objectives.

3. COMMUNICATION CHECKLIST

When announcing your participation:

- ✓ **Tag HARD2SCALE LinkedIn page**
- ✓ **Use official hashtags**
- ✓ **Include project logo**
- ✓ **Include EU funding acknowledgement**
- ✓ **Link to the programme website**
- ✓ **Use official colour palette and typography in presentations and visuals**
- ✓ **Mention the sector impact (decarbonisation, deep-tech innovation)**

MAIN MESSAGES

- HARD2SCALE accelerates deep-tech and cleantech startups addressing industrial decarbonisation challenges.
- The programme connects startups with investors, industry and innovation ecosystems across Europe.
- HARD2SCALE supports the green transition by enabling scalable solutions for hard-to-abate sectors.
- The project strengthens collaboration between emerging and leading innovation ecosystems in Europe.

These align with the communication strategy's messaging framework.

EU FUNDING ACKNOWLEDGEMENT

All communication materials must include:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.”

and the EU emblem.



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(Download [here](#) or [here](#).)

4. SOCIAL MEDIA TEMPLATES

Tagging

Always include a link to HARD2SCALE website or specific page:
<https://HARD2SCALE.eu/>

On LinkedIn, always tag [@Hard2Scale](#)

You can also tag EISMEA on LinkedIn [@European Innovation Council and SMEs Executive Agency \(EISMEA\)](#) and on X [@EU_EISMEA](#)

Project slogans:

“From Hard-to-Abate to Easy-to-Scale.”

“Scaling Innovation. Powering Transition.”

Hashtags (mix & match):

- Branded: #Hard2Scale #HorizonEU #ScaleUpEurope
- Topical: #DeepTech #Cleantech #DigitalInnovation #GreenTransition
#Decarbonisation #IndustrialInnovation #HardToAbate
- Ecosystem: #StartupEurope #EISMEA #EUinnovation

EXTERNAL PARTNER COLLABORATION Announcement

👉 We are excited to collaborate with @HARD2SCALE as an **external partner**, supporting the acceleration of innovative solutions for **energy-intensive and hard-to-abate industries**.

Through this collaboration, we will contribute to a growing European ecosystem connecting **startups, investors and industry stakeholders** to drive **industrial decarbonisation and sustainable transformation**. 🌱

Looking forward to working together to support the next generation of **deep-tech and cleantech innovators**. 🚀

Learn more about the HARD2SCALE programme 👉

🔗 <https://hard2scale.eu>

#Hard2Scale #DeepTech #CleanTech #OpenInnovation #EUInnovation
#IndustrialDecarbonisation

5. Press Release Template

EXTERNAL PARTNER JOINING THE PROJECT

Title

[Organisation Name] joins HARD2SCALE to support innovation in hard-to-abate industries

Subtitle

The collaboration strengthens the European ecosystem supporting deep-tech startups.

[City], [Date]

[Organisation Name], a [type of organisation – e.g., research institute, innovation hub, industry association], has joined the HARD2SCALE initiative as an external partner supporting the programme’s mission to accelerate innovation in energy-intensive and hard-to-abate sectors.

The HARD2SCALE project brings together startups, investors and industry stakeholders to support the development and scaling of breakthrough technologies addressing industrial sustainability challenges.

Through its participation, [Organisation Name] will contribute to the programme by [describe contribution: supporting innovation activities, providing industry expertise, facilitating collaborations, etc.].

Quote – Partner

“Joining HARD2SCALE represents an important opportunity to collaborate with innovative startups and ecosystem partners working on solutions that can transform Europe’s industrial landscape,” said [Name, position].

External partners play a key role in strengthening the project’s innovation ecosystem by providing expertise, connections and collaboration opportunities for participating startups.

By expanding its network of partners across Europe, HARD2SCALE aims to foster stronger collaboration between startups, investors, industry stakeholders and innovation organisations.

About [Organisation Name]

[Organisation Name] is a [type of organisation] based in [country]. The organisation focuses on [mission, activities, or sector expertise].

Website: [link]

About HARD2SCALE

HARD2SCALE is a cross-border acceleration programme funded by the European Union through Horizon Europe. The project supports digital and deep-tech startups developing innovative solutions for energy-intensive and hard-to-abate sectors.

By connecting startups with investors, industry stakeholders and innovation ecosystems across Europe, HARD2SCALE accelerates the scaling of technologies contributing to industrial decarbonisation and the European green transition.

Website: <https://HARD2SCALE.eu/>

6. VISUAL ASSETS

COLOUR PALETTE



TYPOGRAPHY

- Syncopate – titles
- Rubik – subtitles & normal text

LOGOS



Download [here](#).

Download [here](#).



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Download [here](#) (or [here](#) for white text).

Banners



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SOCIAL MEDIA VISUALS



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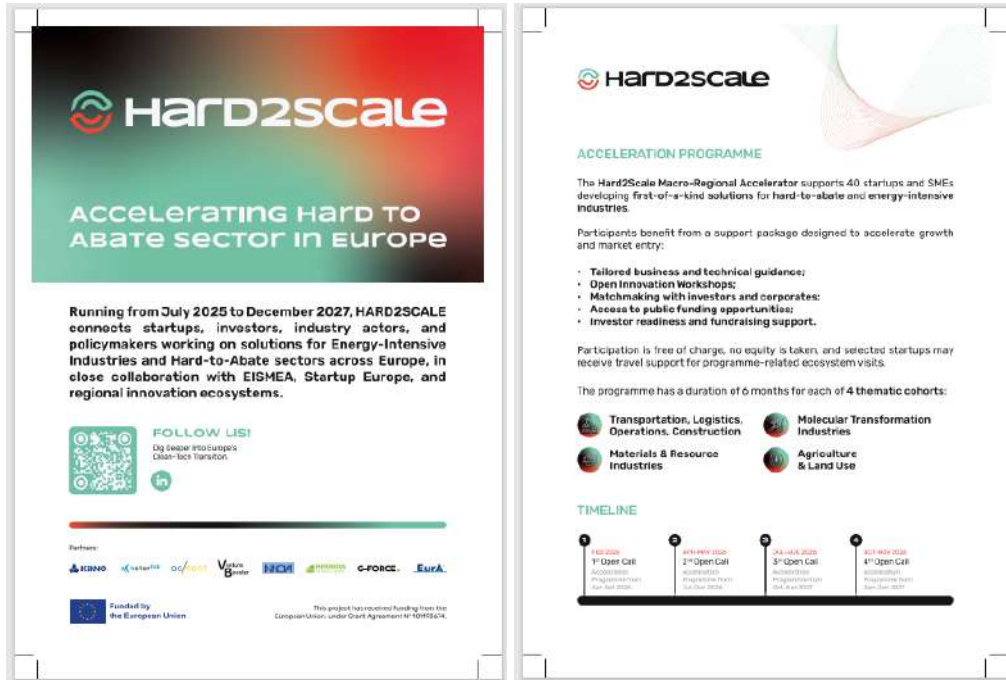


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PRINTABLE FLYER & ONE PAGER



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Running from July 2025 to December 2027, HARD2SCALE connects startups, investors, industry actors, and policymakers working on solutions for Energy-Intensive Industries and Hard-to-Abate sectors across Europe, in close collaboration with EISMEA, Startup Europe, and regional innovation ecosystems.

ACCELERATION PROGRAMME

The Hard2Scale Macro-Regional Accelerator supports 40 startups and SMEs developing first-of-a-kind solutions for hard-to-abate and energy-intensive industries.

Participants benefit from a support package designed to accelerate growth and market entry:

- Tailored business and technical guidance;
- Open Innovation Workshops;
- Matchmaking with investors and corporates;
- Access to public funding opportunities;
- Investor readiness and fundraising support.

Participation is free of charge, no equity is taken, and selected startups may receive travel support for programme-related ecosystem visits.

The programme has a duration of 6 months for each of 4 thematic cohorts:

Transportation, Logistics, Operations, Construction	Molecular Transformation Industries
Materials & Resource Industries	Agriculture & Land Use

TIMELINE



Download [here](#).



7. CONTACT FOR COMMUNICATION SUPPORT

For any communication support, content validation or media inquiries:
sofia.baptista@eura-ag.de / mariana.marques@eura-ag.de