



communication TOOLKIT

FOR INVESTORS



Funded by
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1. PURPOSE OF THE TOOLKIT

This toolkit provides **ready-to-use communication materials** enabling HARD2SCALE investors 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)

[Investor Name] is engaging with HARD2SCALE to access investment-ready cleantech and deep-tech startups addressing industrial decarbonisation and operational efficiency in critical sectors (cement, steel, chemicals, shipping, logistics).

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

INVESTOR PARTICIPATION ANNOUNCEMENT

💡 We are pleased to join @HARD2SCALE as an investor partner, supporting the next generation of deep-tech #startups addressing industrial #decarbonisation challenges.

Through this programme, we look forward to connecting with innovative companies developing scalable solutions for Europe’s energy-intensive industries and exploring new #investment opportunities. 🚀

Discover more about the HARD2SCALE initiative 📌

[🔗 https://HARD2SCALE.eu](https://HARD2SCALE.eu)

#Hard2Scale #ClimateTech #DeepTech #VentureCapital #EUInnovation

INVESTOR PITCH SESSION

🎤 Today we are participating in the @HARD2SCALE Investor Pitch Session!

Innovative #startups are presenting scalable solutions for Europe’s most challenging industrial sectors, connecting with #investors supporting breakthrough technologies.



Looking forward to discovering new opportunities driving the #green transition and industrial #innovation.

Explore the HARD2SCALE programme 📌

[🔗 https://HARD2SCALE.eu/acceleration-programme](https://HARD2SCALE.eu/acceleration-programme)

#Hard2Scale #DeepTech #VentureCapital #ClimateTech #StartupInnovation

5. PRESS RELEASE TEMPLATE

Title

[Investor / VC Name] joins HARD2SCALE investor sessions to support deep-tech innovation

Subtitle

The initiative connects venture capital firms with startups developing solutions for industrial decarbonisation.

[City], [Date]

[Investor Name], a venture capital firm focused on investing in innovative technologies, is participating in the HARD2SCALE investor pitch sessions, connecting with startups developing solutions for Europe's energy-intensive and hard-to-abate sectors.

The HARD2SCALE programme supports deep-tech and digital startups addressing industrial sustainability challenges, providing them with mentoring, market support and opportunities to connect with investors and corporate partners.

Through the investor sessions, startups participating in the accelerator present their technologies and business strategies to venture capital firms, business angels and investment stakeholders interested in emerging technologies for industrial transformation.

Quote - Investor

"We are excited to participate in the HARD2SCALE investor sessions and connect with innovative startups addressing some of the most pressing industrial challenges in Europe," said [Name, position].

The programme aims to facilitate collaboration between startups and investors, helping innovative technologies reach the market and scale across Europe.

By bringing together investors and deep-tech startups, HARD2SCALE contributes to strengthening Europe's innovation ecosystem and supporting the development of technologies that enable industrial decarbonisation.

About [Investor Name]

[Investor Name] is a venture capital firm investing in [sectors]. The firm focuses on supporting startups developing innovative technologies with high growth potential.

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.

The project connects startups, investors and industry stakeholders across Europe to accelerate the development and scaling of technologies contributing to the 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



Download [here](#).



Download [here](#).



Download [here](#).



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Download [here](#).

SOCIAL MEDIA VISUALS



Download [here](#).



Download [here](#).



Download [here](#).

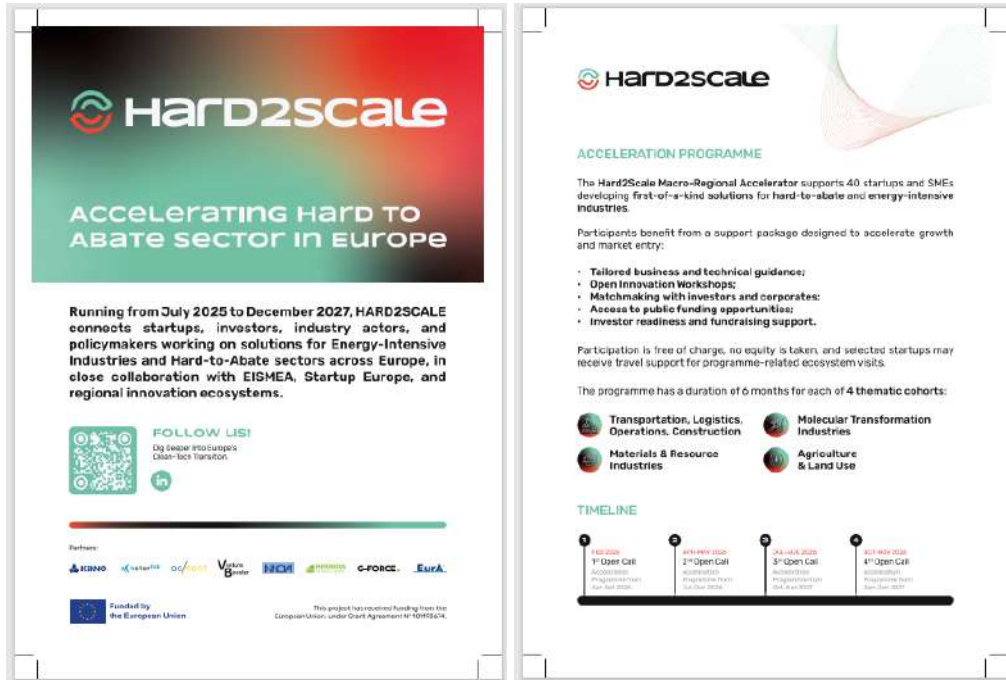


Download [here](#).



Download [here](#).

PRINTABLE FLYER & ONE PAGER



Download [here](#).



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



FOLLOW US!
Dig Deeper into Europe's Clean-Tech Transition.

Partners: IKINO, asterlab, ac/cent, V5, NCA, MERNOVA, G-FORCE, EurA

Funded by the European Union. This project has received funding from the European Union, under Grant Agreement N° 101193674.

Download [here](#).

7. STARTUP & INVESTOR SPOTLIGHT INTERVIEWS

PURPOSE

The **HARD2SCALE Spotlight Series** highlights the startups, investors and ecosystem actors participating in the acceleration programme.

These articles showcase innovation, investment perspectives and collaboration opportunities emerging from the programme while strengthening the visibility of participating stakeholders.

Spotlight articles will be published on the **HARD2SCALE website and promoted through social media and newsletters.**

The Spotlight Series supports the following objectives:

- Give visibility to **startups participating in the HARD2SCALE Accelerator**, highlighting success stories and innovative technologies
- Highlight the contribution of **venture capital firms and investors** participating in investor matchmaking and pitch sessions
- Generate **engaging content for the website, social media and newsletters**
- Provide insights into innovation in **energy-intensive and hard-to-abate sectors**

HOW THE SPOTLIGHT PROGRAMME WORKS

Spotlight articles can be initiated by:

- HARD2SCALE consortium partners
- participating startups
- participating investors

This collaborative approach ensures that **the most relevant stories from the programme are captured and shared.**

Partners are encouraged to regularly propose new articles during the programme.

HOW INVESTORS CAN SUBMIT THEIR OWN STORIES

Startups and investors are welcome to **proactively submit articles** about their participation in HARD2SCALE.

To submit a story:

1. Complete the **Startup or Investor questionnaire below**
2. Provide 2–3 images
3. Send materials to your contact person in Hard2Scale

The communication team will transform the responses into a **Spotlight article** and publish it on the HARD2SCALE website.

This allows participants to **share their achievements and perspectives with the wider European innovation ecosystem.**

1. ction you gained?
2. What has been the most significant impact of the project on your startup's development so far?

QUESTIONNAIRE FOR INVESTORS

1. Please introduce yourself, your organisation, and your investment focus.
2. What motivated you to engage with the HARD2SCALE programme?
3. How relevant do you consider the programme's focus on Energy Intensive Industries and Hard-to-Abate sectors from an investor's perspective?
4. How effectively does HARD2SCALE help reduce information gaps or risks typically associated with investing in EII and HtA-related solutions?
5. Has your perception of opportunities in Energy Intensive Industries or Hard-to-Abate sectors evolved since engaging with the programme? If yes, how?

6. So far, what has been the main value of HARD2SCALE for you as an investor?
7. What's the most valuable advice you can share with the startups participating in HARD2SCALE's Cross-border Acceleration Programme?

8. CONTACT FOR COMMUNICATION SUPPORT

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