

Intelligent Energy - Europe



Turning ideas into reality

Energy2b

Energy2B is an innovation stimulating initiative targeting university students and encourages them to transform energy innovation ideas into new business start-ups.

The project relies on three main drivers:

- *The importance of energy efficiency & renewable energy*
- *Entrepreneurship for the exploitation of knowledge and technology*
- *Young people as the change leaders and decision makers of tomorrow*

Target audience

Involves 10 partners coming from 9 different European countries and among these:

- University of Sheffield (UK)
- University of Coimbra (P)
- University of Lods (PL)
- University of Maribor (SI)
- University of Sofia (BG)

Has a potential target audience of approximately:

- 145.000 students
- 21.000 academics and clerks in the partners country

Will reach at least 910.000 people in the partner country, assuring a wide Pan European visibility

Finally the project will reach at least 200 business innovation centres in Europe

Branding benefits

Possibility of branding Entrepreneurial Academies, where qualified students at the five participating universities will receive coaching and professional training in strengthening their entrepreneurial skills.

Benefits include:

- Attracting highly skilled students
- Strengthening your entrepreneurial image
- International branding possibilities

International branding

Your company logo will be printed on the following communication materials and tools:

- Posters
- Leaflets
- Press folder and press releases
- Newsletters
- Conference banners
- Project web site
- Social networks

Moreover a marketing campaign will be conducted in order to involve the media in all participating countries.

Contact

For further information please contact:



Maiken Brøchner Melgaard
1st Mile (Danish partner in the project)
+45 2020 1606
maiken@1stmile.dk



Lisa Jørgensen
1st Mile (Danish partner in the project)
+45 4265 9009
lisa@1stmile.dk