

# **ESSENTIAL GUIDE**

## **OPEN CALL FOR BEST COMPANY STORY-TELLING VIDEO CONTEST**

**Deadline:  
13 December 2024  
17:00 CEST**

**READ NOW**



# 1 WHAT IS THE **SILEO PROJECT** AND THE **OBJECTIVE** OF THIS CALL?

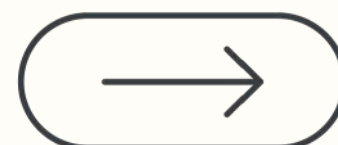
**SILEO** supports small and medium-sized enterprises (SMEs) in the lighting and furniture sectors in their digital and green transformations by providing financial support and expertise for adopting advanced technologies.

The **SILEO call for BEST COMPANY STORY-TELLING VIDEO CONTEST** aims to significantly boost the visibility and global appeal of SMEs, while promoting the tangible impacts and successful outcomes of the support measures provided or inspired by SILEO project.



## 2 ESSENTIAL INFORMATION ABOUT THE VIDEO CONTEST CALL

<b>Application period</b>	14.10 – 13.12.2024
<b>Eligible participants</b>	Manufacturing SMEs in the lighting/furniture industry
<b>SILEO cash prizes</b>	<ul style="list-style-type: none"><li>• <b>5.000 €</b> (1° prize)</li><li>• <b>3.000 €</b> (2° prize)</li><li>• <b>2.000 €</b> (3° prize)</li></ul>
<b>Travel vouchers recognition</b>	Availability of travel vouchers ( <b>up to 500 €</b> ) to the 10–15 SMEs, which will be ranked just after the three winners of the cash prizes
<b>Application requirements</b>	Video story-telling + Declaration of Honour



### 3 BENEFITS OF APPLYING

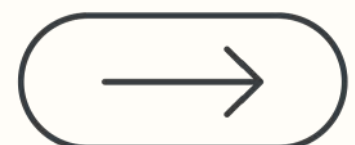
- Share your SME's green and digital innovations, boosting visibility and credibility.
- Share your story internationally, including at Salone del Mobile 2025 (Milan Furniture Fair) in Milan, Italy.
- Gain exposure through SILEO platforms, YouTube, social media and the European Cluster Collaboration Platform.
- Win cash prizes up to 5.000 € for top video.
- Receive travel vouchers of up to 500 € to attend the SILEO Award Ceremony.



## 4 WHO CAN APPLY?

To apply for this call, the following criteria must be met:

- ✓ **Size criteria:** You must represent a small or medium-sized enterprise (SME), defined as a company with fewer than 250 employees and an annual turnover of 50 million euros or less; including start-ups registered at least 6 months before the SILEO application submission date.
- ✓ **Geographical criteria:** You must be established in a member state of the European Union or a country associated with the Single Market Programme, including countries like Ukraine and Kosovo.
- ✓ **Industry:** You must operate in the manufacturing lighting or furniture sector.



## 5 ELIGIBLE STORY-TELLING VIDEOS

Story-telling videos must focus on at least one of the following topics (listed in the Applicant's Guide):



- SME Innovation & Circular Solutions
- Advanced Technologies

All story-telling videos must include:

1. A brief introduction of the SME applicant
2. A presentation of the improved product, process, or service due to and/or inspired by SILEO activities
3. Company logo and contact details

- Videos should be between 1.5 and 5 minutes in length.
- If your video includes spoken dialogue, it must be in English or have English subtitles.



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## HOW TO APPLY?



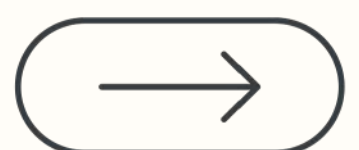
**1. Registration:** Create an account/log in on the Cluster Submission Platform.

### 2. Application Form:

- **STEP1:** Complete the online fields with your administrative data;
- **STEP2:** Describe your video in detail, including the SILEO activities that inspired it; upload your video by inserting a link.
- **STEP3:** Sign the Declaration of Honour and upload it in PDF format.

Each section is mandatory and must be written entirely in English.

**3. Submit your application by 13 December 2024, 17:00 Brussels Time.**





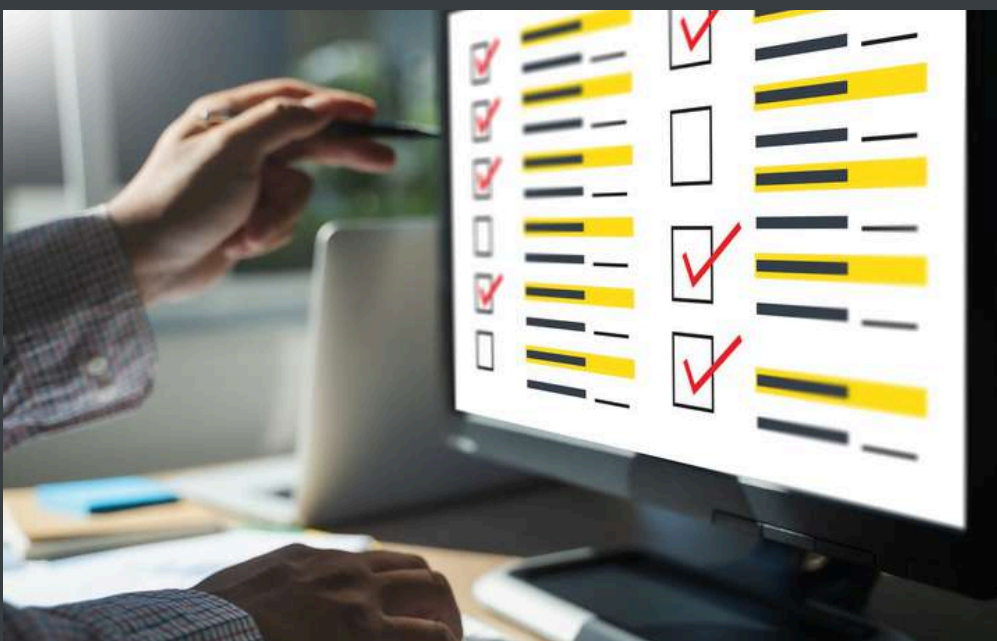
# 7 EVALUATION CRITERIA

Once the application period is closed, applications will be evaluated within 45 days.

Proposals will be evaluated based on the following criteria:

- **Eligibility check:** Verification of compliance with the eligibility requirements outlined earlier, based on the statements in the submitted proposal (including both the application and video).
- **Quality evaluation:** Videos will be evaluated based on their relevance, content, and impact.

After the quality evaluation, evaluated proposals will be ranked according to their final score.





## 8

# COMMUNICATION OF RESULTS



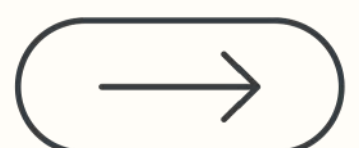
The authors (SMEs) of the top 3 videos will receive cash prizes:

- € 5.000 – Gold Story-Telling
- € 3.000 – Silver Story-Telling
- € 2.000 – Bronze Story-Telling

and will be invited to participate in the **SILEO Award Ceremony**, which will take place during the Salone del Mobile in Milan, Italy in April 2025.



Furthermore, **travel vouchers (up to € 500) will be awarded to the 10–15 SME applicants** ranked just below the top three cash prize winners, to support their attendance at the SILEO Award Ceremony.



## FOR MORE INFORMATION, **WE'RE HERE TO HELP**

Contact your cluster representative from the following list:

- ELCA European Lighting Cluster Alliance – Marta Krakowiak, [marta.krakowiak@elcaccluster.eu](mailto:marta.krakowiak@elcaccluster.eu)
- LUCE IN VENETO – Antonella Venza, [antonella.venza@luceinveneto.com](mailto:antonella.venza@luceinveneto.com)
- Cluster Lumière – Mary Hadidi, [m.hadidi@cluster-lumiere.com](mailto:m.hadidi@cluster-lumiere.com)
- Cluster de Iluminación CICAT – Andrea Padré, [apadre@cicat.cat](mailto:apadre@cicat.cat)
- Cluster Mobilier Transilvan (Transylvanian Furniture Cluster) – Andreea Toma, [andreea@cem.center](mailto:andreea@cem.center)
- Building Innovation Cluster – Isabella Mantello, [isabella.mantello@biz-up.at](mailto:isabella.mantello@biz-up.at)
- Cluster Legno Arredo Casa FVG – Stefania Silvestri, [stefania.silvestri@clusterarredo.com](mailto:stefania.silvestri@clusterarredo.com)