

SOTECIN FACTORY

Start-up Day Promo Kit and Guidelines



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COMMUNICATION GUIDELINES

Thank you for supporting SoTecIn Factory and its Start-up Day—the milestone event of this EU-funded project. This final gathering brings together innovators, industry leaders, investors, and public authorities to showcase circular solutions backed by our €3.3M funding and support programme and foster collaboration across food, water & nutrients, textiles, plastics, and packaging value chains for a sustainable industry transition.

Your efforts are very much valuable and needed in the months of March – April – May 2025.

To do so, this document gives you the key guidelines, as well as promo materials on how to promote the event more easily and efficiently.

Looking forward to seeing you in Porto this spring as well!

1. SOTECIN FACTORY / START-UP DAY KEY INFO

Date of the event: 19 & 20 March 2025.

Location of the event: [Porto Inova Business Center](#)

Event Page: <https://sotecinfactory.eu/event/startup-day/>

MEET SOTECIN FACTORY INNOVATORS:

To check the solutions, go to:

<https://sotecinfactory.eu/social-innovators/>

DON'T FORGET TO FOLLOW AND TAG SOTECIN FACTORY (AND ITS COMMUNITY)

Project website: <https://sotecinfactory.eu/>

LinkedIn: [SoTecIn Factory](#)

X (previously Twitter): [@sotecinfactory](#)

Instagram: [@sotecinfactory](#)

YouTube: [@sotecinfactory5162](https://www.youtube.com/@sotecinfactory5162)

Subscribe to the [project newsletter](#)

Join the project LinkedIn group: [Innovative Minds: SoTecIn Factory Community](#)

For better boost of your social media posts, please use the following hashtags:
#sotecinfactory #socialinnovation #circulareconomy #startupday #investors

2. USE OUR PRESS RELEASE

Download it here:

<https://sotecinfactory.eu/wp-content/uploads/2025/03/SoTecIn-Factory-Startup-Day-Press-Release.pdf>

3. USE A SHORTER TEXT VERSION FOR NEWSLETTER / WEBSITE POSTS

4. #Version 1 (Online Newsletter)

Join SoTecIn Factory Start-up Day – Discover 30 Circular Innovations!

On **19 & 20 May 2025**, the **SoTecIn Factory Start-up Day** will showcase 30 pioneering circular solutions from ventures in **Food, Water & Nutrients, Textiles, Plastics, and Packaging** industry value chains.

As the **Horizon Europe project** reaches its culmination, the attendees will explore 30 **pre-market demonstrations** backed by the **€3.3M equity-free funding and support programme**, connect with **tech-driven ventures**, and gain circular economy insights from **industry experts and public authorities**.

🎯 **Don't miss exclusive pitch sessions (investors only) on 19 May 2025.**

📍 **Public Event – 20 May 2025 | Porto Inova Business Center**

🔗 **Learn more:** <https://sotecinfactory.eu/event/startup-day/>

#Version 2 (Blog Post)

Join SoTecIn Factory Start-up Day: Discover 30 Circular Innovations

On **19 & 20 May 2025**, the **SoTecIn Factory Start-up Day** will bring together innovators, industry leaders, and sustainability advocates at the **Porto Inova Business Center**, Portugal, to showcase breakthrough solutions shaping a **circular and low-carbon industry**.

As the culmination of the **EU-funded SoTecIn Factory project**, this event highlights the impact of its **€3.3 million equity-free funding and support programme**, which has fostered **tech-driven circular solutions** across **Food, Water & Nutrients, Textiles, Plastics, and Packaging** value chains.

Attendees will experience **30 pre-market demonstrations**, connect with **tech-savvy entrepreneurs driving social impact**, and engage in **matchmaking sessions** to spark new collaborations. The event will also feature **expert presentations from industry leaders and public authorities**, offering insights into circular economy challenges and opportunities.

🎯 **Don't miss exclusive pitch sessions (investors only) on 19 May 2025.**

📍 **Public Event - 20 May 2025 | Porto Inova Business Center**

🔗 **Learn more:** <https://sotecinfactory.eu/event/startup-day/>

4. USE OUR SOCIAL MEDIA VISUALS



Download them here:

<https://sotecinfactory.eu/wp-content/uploads/2025/03/SoTecIn-Factory-Startup-Day-visuals.zip>



5. USE OUR SOCIAL MEDIA COPIES

#Version 1

30 Circular Innovations – See the Results Firsthand!

 Over the past months, the EU-funded **SoTecIn Factory** project has supported tech-driven solutions with **€3.3 million equity-free funding & support programme** for **#Food**, **#Water & #Nutrients**, **#Textiles**, **#Plastics**, and **#Packaging value chains**  Now, it's time to showcase the results!

 Join us on **20 May 2025** for the **SoTecIn Factory Start-up Day**, featuring:

-  **30 pre-market demonstrations of sustainable solutions**
-  **Networking & matchmaking with impact-driven ventures**
-  **Insights from industry experts on circular challenges & opportunities in**

 **Don't miss exclusive pitch sessions (investors only) on 19 May 2025.**


 **Porto Inova Business Center**

 **Learn more:** <https://sotecinfactory.eu/event/startup-day/>

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#Version 2


30 Solutions for a Circular Industry – All in One Event!

 Join **SoTecIn Factory Start-up Day** in Porto, together with innovators, industry leaders, and sustainability advocates, to explore **30 pre-market demonstrations**—all backed by the **EU-funded project's €3.3M equity-free support programme** **#Food**, **#Water & #Nutrients**, **#Textiles**, **#Plastics**, and **#Packaging industry**

Why attend?

-  **Discover 30 tech-driven, sustainable solutions**
-  **Connect through matchmaking & networking with innovative ventures**
-  **Gain insights from industry experts on circular challenges & opportunities across key product value chains**

 **Don't miss exclusive pitch sessions (investors only) on 19 May 2025.**

 **Public Event – 20 May 2025 | Porto Inova Business Center**

 **Learn more:** <https://sotecinfactory.eu/event/startup-day/>

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#Version 3

 **One Event | 30 circular Solutions for #Food, #Water & #Nutrients, #Textiles, #Plastics, and #Packaging industry**

 **Join us at the SoTecIn Factory Start-up Day in Porto, where 30 pre-market demonstrations—developed through the EU-funded €3.3M equity-free funding & support programme—will be showcased.**

 **What to expect:**

 **30 groundbreaking sustainable solutions**

 **Matchmaking & networking with impact-driven ventures**

 **Expert insights from industry leaders on circular challenges & opportunities**

 **Don't miss exclusive pitch sessions (investors only) on 19 May 2025.**


 **Public Event – 20 May 2025 | Porto Inova Business Center**


 **Learn more:** <https://sotecinfactory.eu/event/startup-day/>

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#investors

#Version 4

 **Discover circular innovation in action!**

 **Join EU-funded SoTecIn Factory Start-up Day to explore 30 new sustainable solutions across #Food, #Water & #Nutrients, #Textiles, #Plastics, & #Packaging industry**

 **Meet tech-savvy innovators, experience pre-market demonstrations, and connect through pitch sessions, **matchmaking & networking** to drive real impact!**

🎯 Don't miss exclusive pitch sessions (investors only) on 19 May 2025.

📍 Public Event – 20 May 2025 | Porto Inova Business Center

🔗 Learn more: <https://sotecinfactory.eu/event/startup-day/>

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#Version 5

🌍 SoTecIn Factory Start-up Day is 1 month away! ♻️

🚀 Discover 30 pre-market demonstrations in Porto, all backed by the EU-funded project's €3.3M equity-free funding & support programme

🔑 What's in store?

✅ 30 sustainable solutions for #Food, #Water & #Nutrients, #Textiles, #Plastics, & #Packaging

✅ Matchmaking & networking with impact-driven ventures

✅ Expert insights from industry leaders on #circulareconomy challenges & opportunities

🎯 Don't miss exclusive pitch sessions (investors only) on 19 May 2025.

📍 Public Event – 20 May 2025 | Porto Inova Business Center

🔗 Register now: <https://sotecinfactory.eu/event/startup-day/>

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#Version 6

🚀 Just 2 weeks to go! Join EU-funded SoTecIn Factory Start-up and get ready for:

💡 30 pre-market demonstrations of tech-driven, sustainable solutions

🤝 Matchmaking & networking with circular innovators

🎤 Keynotes from industry experts on circular economy challenges & opportunities in #Food, #Water & #Nutrients, #Textiles, #Plastics, and #Packaging industry

🎯 Don't miss exclusive pitch sessions (investors only) on 19 May 2025.

📍 Public Event – 20 May 2025 | Porto Inova Business Center

🔗 **Reister now:** <https://sotecinfactory.eu/event/startup-day/>

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#Version 7

📅 **5 DAYS TO GO!** The EU-funded SoTecIn Factory **Start-up Day** is almost here!
♻️

Join for:

🔧 **30 sustainable solutions on display** for #Food, #Water & #Nutrients, #Textiles, #Plastics, and #Packaging industry

👉 **Exclusive networking & matchmaking** with impact-driven ventures

🎤 **Keynotes** from industry experts on circular economy challenges & opportunities

🎯 **Don't miss exclusive pitch sessions (investors only)** on 19 May 2025.

📍 **Public Event - 20 May 2025 | Porto Inova Business Center**

🔗 **Register now:** <https://sotecinfactory.eu/event/startup-day/>

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6. NEED OTHER SOTECIN FACTORY MATERIALS?

Promotional materials for SoTecIn Factory are all publicly available on the project website page /Resources/Media Kit section: <https://sotecinfactory.eu/media-kit/>

The media kit contains useful items such as:

- logo(s)
- printing materials
- pitch presentation (project at glance)
- press releases

Elaborate instructions of the visual identity are provided in the **SoTecIn Factory Brand Manual** on the project website: <https://sotecinfactory.eu/portfolio-item/brand-manual/>

Font types being used are Axiforma in several variations. Please download fonts here: <https://sotecinfactory.eu/wp-content/uploads/2024/01/6.-Font-Axiforma-20240130T114339Z-001.zip>)

7. SOTECIN FACTORY COMMUNICATION MANAGER

To share your communication updates and to address any question or doubts about the outreach activities or guidelines, please contact F6S as the SoTecIn Factory Communication Management Team and its associated personnel:

Luisa De Souza Goncalves, F6S Project Manager: luisa@f6s.com

Milana Sekulic, F6S Communication Manager: milana@f6s.com