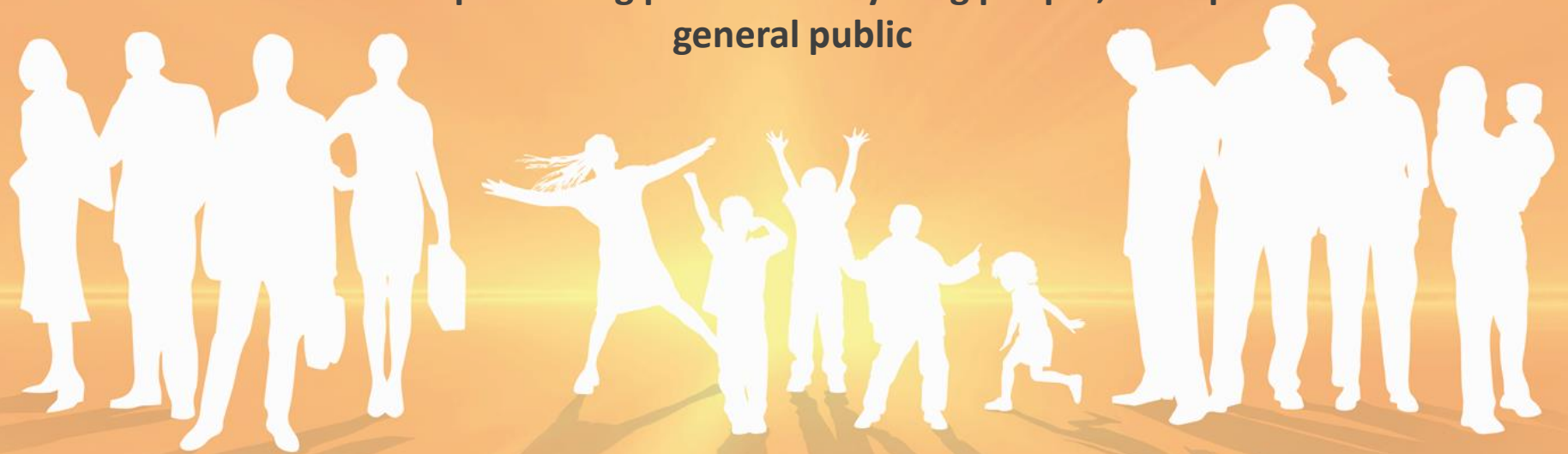


Photonics4All

EU wide outreach for promoting photonics to young people, entrepreneurs and the general public



H2020 Photonics PPP CSA Coordination Meeting

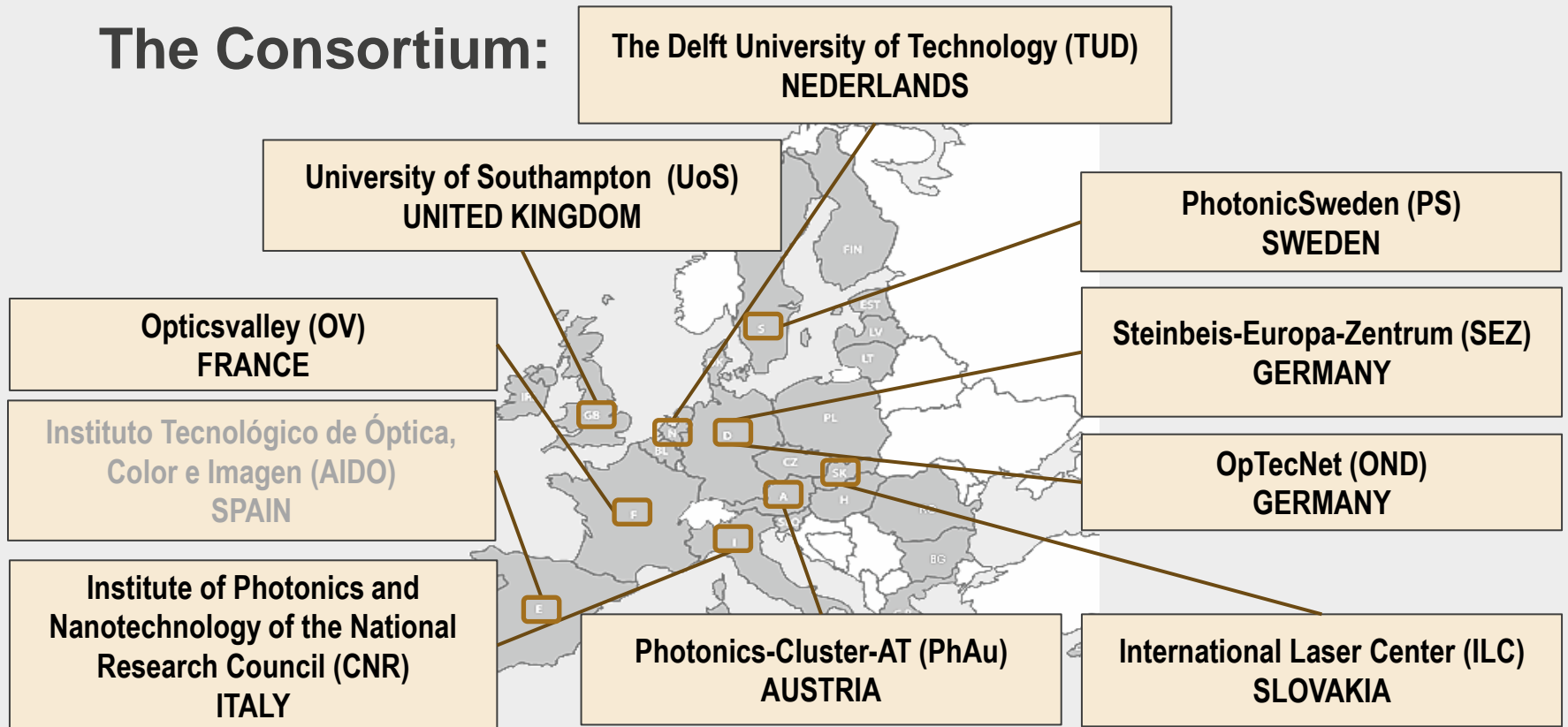
European Commission, Brussels

7th October 2016

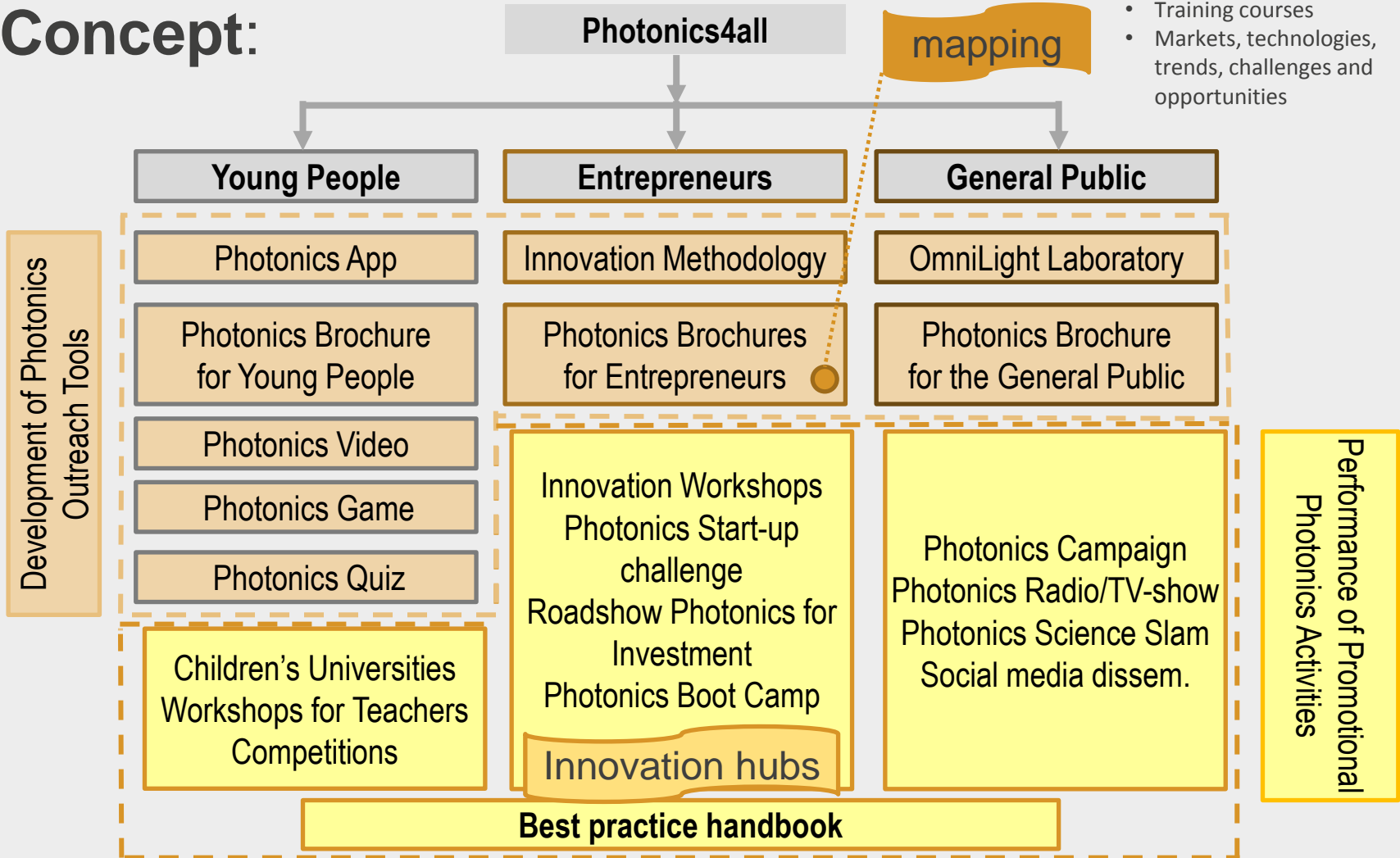
Aude Pélisson-Schecker, Steinbeis-Europa-Zentrum

EU-wide outreach for promoting photonics to *young people, entrepreneurs and the general public*

The Consortium:



Concept:



P4All addressing Young People:

small children (approx. 5-11 years old)	children (approx. 12-14 years old)	teenagers (approx. 15-19 years old)	students (approx. 20-24 years old)
<ul style="list-style-type: none"> • Increasing future interest for photonics at school • Offering interactive activities with experiments and fun 	<ul style="list-style-type: none"> • Familiarizing children with photonics in an interesting way • Teaching teachers to teach photonics better! 	<ul style="list-style-type: none"> • Increasing the awareness of photonics study opportunities • Motivating young people to study photonic topics 	<ul style="list-style-type: none"> • Gaining more undergraduate students for photonics • Cooperating with the photonics industry/relevant companies
<ul style="list-style-type: none"> • Organization of 4 Children's Universities (Germany, UK, Austria, Sweden) • Development of 1 Photonics Animation Video 	<ul style="list-style-type: none"> • Development of a training tool/ lessons for physics teachers including outreach tools of the project (incl. The Photonics Explorer) 	<ul style="list-style-type: none"> • Development of 1 Photonics App, • 1 Photonics Quiz, • 1 Photonics Game, • 1 Brochure with 10 Questions about Photonics 	<ul style="list-style-type: none"> • 1 European Study Guide "Study Photonics" • Organisation of 1 Photonics Boot Camp

P4All addressing Entrepreneurs:

Students

- Increasing number of students who could study photonics and/or create a business in photonics

Young Entrepreneurs Post Graduate Students

- Improvement of entrepreneurial skills and knowledge
- Motivation and focus to build a successful business in photonics

Start-ups

- Support for start-up companies and entrepreneurship in the field of optical technologies

Photonics Experts Photonics Industry

- Generate more innovative ideas and new potential applications for photonics technologies

- **1 Brochure “Study Photonics!”**
- **1 Brochure “Create business in Photonics!”**

- **2 Entrepreneurial Photonics Boot Camps**

- **1 Start-up Challenge**
- **Participation on B2B Events with start-ups (e.g. Meet Invest in Bordeaux)**

- **1 Open Innovation Methodology**
- **B2B Meetings with Photonics Experts/Companies in Europe**

P4All addressing the General Public:

General Public

- Promotion of Photonics with Photonics Technology

- Printed media to inform and educate about photonics in public institutions
- Promotion of Photonics using Social Media

- Organisation and support of existing events related to photonics
- Generation of new campaigns for photonics

- Educate and increase awareness of photonics using Infotainment

- **Development of 1 OmniLight Laboratory incl. different photonics related features (lasers etc.)**

- **1 Brochure “Photonics in 10 Questions”**
- **Bookmarks**
- **2 TV/Radio Interviews with Photonics Experts**

- **Photonics Campaigns (“Photonics Light Festival Campaign”)**

- **2 Science Slams**

Interested? → visit www.photonics4all.eu

We are looking forward to creating synergies,
using the developed tools beyond the project
and replicating activities based on the
available methodology & experience!

Preliminary dissemination and exploitation plan

Product	Price	Placement
App	Open access	Google Play Store P4All website, Scientix Partnering institutions (P21, ECOP...) Eyest
Quizzes	Open access	P4All website, Partnering institutions (ECOP...), Scientix, P4All website!
Games	Instructions: Open access Material: For a fee	P4All website, Partnering institutions (ECOP...), Scientix Eyest? Commercializing company?
Video	Open access	Youtube, P4All website, Partnering institutions
Bookmarks	Open access	P4All website, Partnering institutions (ECOP...)
Brochures	Open access	P4All website, ECOP & P21 links, P4All App!
OmniLight-Laboratory	For a fee	Eyest? Marketing Company? Scientific Center in Bratislava... ILC
Open innovation guideline	Open access	P4All website, Partnering institutions (ECOP...), OND website

Thank you for your attention.

Contact:

- Steinbeis-Europa-Zentrum,
Haus der Wirtschaft, Erbprinzenstr. 4-12, 76133 Karlsruhe
- Aude PéliSSon-Schecker, pelisson@steinbeis-europa.de, 0049 721 93519 114

Project achievements

YOUNG PEOPLE

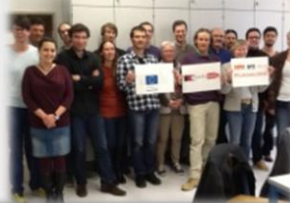
124 activities
for +112,000 young people



37 photonics universities
for +2,600 children



22 training sessions on the photonics
explorer kit for +900 teachers



1 online quiz developed



1 photonics app developed
with +300 downloads



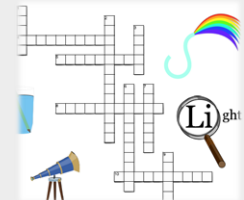
28 prototypes of
photonics games developed



1 children video developed
with ~ 10,000 views



2 photonics crosswords
in 6 languages developed



Project achievements

ENTREPRENEURS

~40 activities
with ~17,000
entrepreneurs/companies



Brochures 'Study photonics!' & 'Créez Votre Entreprise en Photonique!' & 'Create your business in photonics!' for 7 countries

2 European photonics boot camps
with ~18 future entrepreneurs



4 investment in photonics
events
with ~150 participants



6 innovation workshops
with ~180 participants



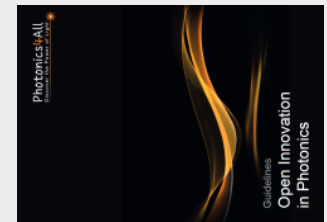
1 business creation supported



1 European start-up challenge
8 innovative photonics business
models



1 open innovation guideline
in photonics



Project achievements

General public

+90 activities
with +192,000 persons
from the general public



+17,000 bookmarks
distributed with 13 different
topics in 10 languages



2 science slams with 16
slammers and ~200 listeners



1 OmniLight Laboratory
developed



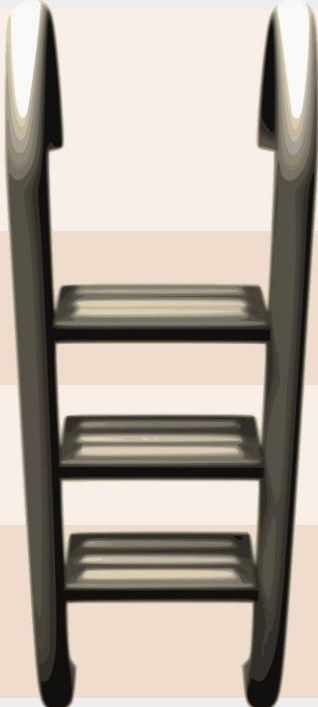
Photonics campaigns in 5
countries with more than
120,000 persons reached



Expert interviews
with +2 million views
on TV & YouTube



Project achievements



<i>Ladder of Participation</i>	Number of persons
<i>Innovation</i>	16
<i>Engagement</i>	~ 4,000
<i>Awareness</i>	~ 5.3 million

→ The projects significantly contribute to a huge awareness for and a substantial engagement & innovation in photonics across Europe!

→ Next step: *photonics enhanced fablabs/makerspaces*