

## ***Briefing document to replicate the LIGHTtalks: Lighting the Future activity***

### **Introduction**

LIGHTtalks consist of an array of live presenters from the scientific, entrepreneurial and industry communities speaking about different aspects of photonics. The aim of these talks is to promote the importance of photonic technologies to the public, especially students, potential entrepreneurs, entrepreneurs and industry.

Currently, two series have been created, one directed to university students (Careers in Photonics), and one directed to entrepreneurs (Lighting the Future)

These activities originated within the FP7 project, initiative of ECOP, GoPhoton!, through which will be implemented in 8 European countries. Through the other European project in which ECOP is also involved, LIGHT2015, LIGHTtalks will be complemented with audio-visual material that includes two videos with subtitles in all EU official languages and a third series directed to the industry.

### **About LIGHTtalks: Lighting the Future**

*LIGHTtalks: Lighting the Future* will be destined for entrepreneurs, students attending business schools and also a broad public audience, and will highlight how photonics technologies (considered KET by the EC) have changed the world and will continue to do so in the future through areas of communications, healthcare, improved energy efficiency, innovative lighting design, improve quality of life, preserving cultural heritage, etc. The goal of the talks is to encourage entrepreneurs to look towards photonics when thinking about creating new companies, products or solutions. LIGHT2015 will aim to convince entrepreneurs in Europe to see photonics as a technological area with large market potential, an area where big things happen and with social impact.

### **About this profile**

The specific feature of the LIGHTtalks series is that through the profiles that are made available, talks are delivered using a predefined format and with guidelines and advice provided to local organizers to simplify the setting up and implementation of the events.

While the profiles predefine the structure and topic of the LIGHTtalks, organizers are responsible for:

- Identifying the venue and the speakers
- Promote and disseminate the activity

- Implement the activity

These profiles set the framework of the activity and ensure easy replication, at the same time that allows an adaptation of the activity to the local idiosyncrasy, allowing the organizer to take into consideration the local research and industry landscape into consideration when identifying the speakers.

## Visual identity and available materials

When implementing a LIGHTtalk, please include in the dissemination, marketing and communications materials the following sets of logos:

If your event is part of the LIGHT2015 project:

- The GoPhoton! logo



- The ECOP logo



ECOP, within the LIGHT2015 project, is developing two videos that will be available in all EU official languages, one focused on showcasing the broad applications of photonics technologies, and one aimed at providing a glimpse on the professional opportunities that photonics offers the citizens.

As soon as these are ready, they will be posted in the web.

For more information or any questions that you may have, please contact:

[info@ecopalliance.eu](mailto:info@ecopalliance.eu)

## LIGHTtalk: Lighting the Future profile

Description	<p>A series of inspirational talks targeting entrepreneurs focused on the multidisciplinary uses of Photonics</p> <p>The session will be composed of a series of experienced speakers delivering talks that illustrate on the one hand the entrepreneurship model and on the other, the applications of Photonics for industries, with special focus on cross-disciplinary, cross-KET, and cross-sector applications.</p> <p>The session will focus on:</p> <ul style="list-style-type: none"> <li>• Expose the potential of Photonics for novel applications</li> <li>• Emphasize the contribution of Photonics to the economy</li> <li>• Highlight the ubiquity of Photonics</li> <li>• Motivate entrepreneurship</li> <li>• Inspire entrepreneurs to come up with Photonics-enabled innovations</li> </ul>
Objectives	<p>To create awareness among entrepreneurs and potential entrepreneurs and industry members, about the economic and industrial potential of Photonics, thereby encouraging them to consider Photonics as an interesting field to start enterprises/ to include photonics in existing businesses</p>
Structure	<ul style="list-style-type: none"> <li>• <i>Introduction of the event</i> and the speakers by the moderator</li> <li>• Screening of the <i>industry video</i> developed within LIGHT2015</li> <li>• <i>Introduction about photonics and the power of light</i>   20 minutes</li> <li>• <i>Inspirational talks</i> in pill format by each speaker (about 5-7 speakers)   5-10 minutes</li> <li>• <i>Short break</i></li> <li>• <i>Round table and Q&amp;A session</i>   45 minutes</li> </ul> <p><u>Moderator:</u> node's representative</p> <p><u>Key note speaker:</u> <i>VIP profile:</i> to provide the general context of the global photonics market</p> <p><u>Potential Speakers:</u> <i>Group of speakers that have created/ work at/with start-up or emerging companies that include representatives of different industrial segments, such as health, agro-food, photonics integrated circuits, energy, space and research markets, laser manufacturing, new materials, etc. Potential areas to have representation:</i></p> <ul style="list-style-type: none"> <li>• Medical (devises, diagnostics, therapies)</li> <li>• Chips, Photonics Integrated Circuits</li> <li>• Agrofood</li> <li>• Energy</li> </ul>

	<ul style="list-style-type: none"><li>• Space</li><li>• Laser manufacturing</li><li>• New materials</li><li>• Illumination</li><li>• Vision</li><li>• Services and consulting</li><li>• CVs</li></ul> <p><u>Issues that could be addressed:</u></p> <ul style="list-style-type: none"><li>• Challenges in entrepreneurship (in general, and specifically, in Photonics)</li><li>• Global perspective of Photonics</li><li>• How Photonics is used to address various challenges in a particular industry</li><li>• Advantages of Photonic technologies over the existing ones</li></ul> <p>Economic impact of Photonics</p>
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