



**EUROPEAN
INVENTORS WEEK**

Communications Toolkit

*Think*Young

This toolkit is addressed to supporting partners. It provides detailed information on how they can engage with and contribute to European Inventors Week (EIW).

The toolkit consists of:

- Join us in celebrating European inventors!
- Help us spread the word!
- Social media messages
- Visual identity
- Create your EIW visuals!
- Disclaimer

**Join us in
celebrating
European
inventors!**

What is European Inventors Week?

European inventors are at the heart of European growth. The development, protection and promotion of European inventions is vital for a competitive and resilient Europe. European Inventors Week is organised to open a conversation around Europe's, past, current and future inventors. To do so requires ensuring that inventors are recognised, and that their rights are protected in addition to inspiring young Europeans from all backgrounds to harness their imagination.

It will be an opportunity for dialogue between inventors, scientists, policymakers and young people, allowing them to further explore the world of inventiveness, join the next generation of inventors, foster useful networks and contacts to improve existing businesses or help establish a new one.

This year's EIW is the first edition – with the ambition to organise EIW as a yearly event. During the week of 7th November in Brussels and between 1st of September and 30th of November all over Europe, the initiative will connect and give visibility to inventions, inventors and local activities, open a social media conversation and raise awareness among young Europeans, policymakers and European citizens on the importance of inventions, innovation and IPR. European Inventors Week is under the patronage of Ms. Mariya Gabriel, European, Commissioner for Innovation, Research, Culture, Education and Youth.

Organise your EIW event and win a drone!

Please refer to the open call guidelines for additional information.

Organise an event about invention or inventors during European Inventors Week (7-13 November) or between 1st of September and 30th of November. The 8 best events win a flight to Brussels and get the chance to participate in European Inventors Week 2023. The winning organisation will also receive a drone!

Why take part in European Inventors Week?

- To raise awareness about the importance of inventors, inventiveness and innovation.
- To celebrate Europe as a driver of invention, innovation and prosperity.
- To engage with Europe's future inventors and European inventions, by inspiring the younger generations to be the innovators of the future.
- To get visibility in the debate around invention and innovation in Europe.
- To win a flight to Brussels to participate in European Inventors Week 2023 and win a drone.

Although EIW mainly takes part during one week in November, all organisations and individuals are invited to take part in different activities and social media campaigns any time from September to November.

Hashtag

#EuropeanInventorsWeek

Communication info & tips

Help us
spread
the word!

- Follow us on social media and like, RT, share and comment on our posts.

Twitter: @ThinkYoungNGO

Instagram: @thinkyoung.ngo

Facebook: @thinkyoung

LinkedIn: ThinkYoung

TikTok: @thinkyoungngo

Tag us on your posts and use the official hashtag **#EuropeanInventorsWeek**

inventorsweek.eu

Social media messages

We will provide you with a series of messages that you can share on your social networks to highlight the importance of fostering European inventions. Only by inspiring and educating young students on the role of inventors can we realise Europe's innovative potential.

Raising awareness about European Inventors Week

1. During **#EuropeanInventorsWeek** we seek to empower young people to be innovative and help them become Europe's future inventors. Discover more on the website: : **www.inventorsweek.eu**
2. It is a pleasure to see how **#EuropeanInventorsWeek** encourages youth to drive Europe's growth! Visit the website and learn more about European Inventors Week: **www.inventorsweek.eu**

European Inventors Week Announcement

1. This week is **#EuropeanInventorsWeek**! We are pleased to join the range of events organised throughout Europe. They are centred around inventions and sharing the European youth's innovative potential. Find out more about European Inventors Week: **www.inventorsweek.eu**
2. The first ever **#EuropeanInventorsWeek** kicks off today! An opportunity to celebrate Europe as a hub for inventors and innovators. Let's inspire young Europeans to become inventors during this week. Learn more about European Inventors Week: **www.inventorsweek.eu**

Europe's greatest inventors

1. Nikola Tesla, Marie Curie, and other European inventors brought about innovations which improved the way people around the world live and work. During **#EuropeanInventorsWeek** we celebrate Europe's inventiveness of the past, present and future.
2. Between 7-13 November, we celebrate **#EuropeanInventorsWeek**! We are encouraging young people's innovation to find the next Nikola Tesla or Marie Curie of the new generation. Join the conversation and learn more about European Inventors Week: **www.inventorsweek.eu**
3. • Can you imagine life without computers or the internet? Europe has been at the forefront of innovation thanks to inventors who contributed to create the world as we know it. **#EuropeanInventorsWeek** is to support European inventiveness and inspire the new generation of inventors.

Event promotion

1. Looking forward to the start of our event *name of event* in the context of **#EuropeanInventorsWeek**.
2. Join us on our *name of event* to learn more about European innovations and just to have fun!

Visual Identity

Follow the visual identity of EIW to increase the impact of your communications.

Find all the information about the logos and fonts for the communications materials below.

Download the branding guidelines:

[Download](#)

Download all the logo versions:

[Download](#)

Create your EIW visuals!

We have prepared a PPT file for you to create your own original visuals. To edit the visuals, download the file with the templates and edit them directly in PowerPoint.

Powerpoint:

[Download](#)

Disclaimer

Please add this disclaimer to your communications about European Inventors Week:

This event reflects the views only of the project partner and does not necessarily reflect the opinion of the European Commission or European Inventors Week. The Commission cannot be held responsible for any use which may be made of the information contained therein.