

GCIP Pakistan



Global Cleantech Innovation Programme - Pakistan

**Convert your Cleantech Idea
into a viable Business**



United Nations Industrial Development Organization - Pakistan

Promotion Campaign Guidelines

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Preamble

The document highlights activities undertaken to promote the GCIP Call for Awards 2014-2016 in Pakistan. The campaign explains the types of focused meetings, orientation sessions, workshops and seminars undertaken by the GCIP team. The overall goal of all such activities was to fast-track the outreach campaign to encourage potential Technical Universities, Incubation Centers, R&D institutes, industry and academia to subscribe to GCIP Accelerator Programme as applicants, mentors or judges.

The field visits are been held in Islamabad, Karachi, Peshawar, Lahore, Faisalabad, Chakwal, Sialkot, Gujranwala etc. and online seminars/sessions via skype/video conference. During each session the GCIP team explained the overall process of the Accelerator Programme for SMEs and Stat-up, the process of application, role of mentors and judges. Apart from field missions, other sources mainly the Social Media Networks and print media was also utilized for the promotion of Cleantech message to masses.

Objectives and Approach

The promotion campaign objectives and approach had been in line with the main concept of Cleantech i.e. to sensitize the general public as well as our target market about this Cleantech programme.

Introduction to the programme

GEF-UNIDO Cleantech Project for SMEs in Pakistan seeks to promote innovations in clean energy technologies by using a cross-sectoral and multi-tiered approach to build sustainable ecosystems for innovation and entrepreneurship in SMEs. The Project focuses on enhancing emerging clean technology startups in Pakistan and strengthening the policy framework on innovation for SMEs, which encourages and nurtures start-ups in the sphere of clean technologies. The Cleantech approach is ecosystem and competition-based in order to identify the most promising entrepreneurs across a country. This is complemented by a local business acceleration programme, which supports, promotes and de-risks the participating companies and connects them to potential investors, customers and partners. The Project is led by a local executing team, hosted by UNIDO and supported by local stakeholders like Pakistan Council for Science and Technology (PCST), National Productivity Organization (NPO), Pakistan Institute of Management (PIM), Islamabad Chamber of Commerce and Industry (ICCI) and others.

Target Market for outreach activity

Following is the target market for the outreach activity. The main purpose of the outreach activity is to convey our message to following sets of professionals:

1. SMEs involved in research
2. Startups companies
3. Established companies
4. Incubation Centres
5. Innovators working in the area of Clean technology
6. Aspiring entrepreneurs
7. Incubates based in Incubation center
8. Universities of Engineering and Technology
9. Researchers in Universities/Technical Institutes who want to commercialize their innovation
10. Members of the Chamber of Commerce and Industry
11. Federation of Chambers of Commerce and Industry

Methodology of the activity

Following modes of information dissemination were used:

- Information seminars
- Focus Group Discussions
- Meetings
- Round table discussions
- Social Media Marketing
- Online sessions
- Radio Programme
- Newspaper advertisements, etc.

Information Seminars

Information sessions and seminars were held in following type of institutions.

- Technical and Research Institute
- Universities (general)
- Engineering Universities
- Chamber of Commerce
- Incubation Center s
- Research institute

- Government Departments with mandate to promoted research
- Private Sector
- Trade and Business Associations (Like HVAC Association, Electronics Manufacturing Association)

Duration of the seminar : 20- 30 minutes followed by Q&A session of at least 30 minutes

Modus Operandi: A 5 minute video followed by the standard presentation. The video shows the importance of Clean Technology and also explains the process as well as benefits of GCIP program. In the presentation the audience are sensitized about the upcoming Clean Technology Revolution and how important is for the young people to adopt and be part of Clean technology revolution in the country.

Social Media Marketing

Following Tasks have been performed under the Clean Tech Social Media Marketing Campaign

- Redesigning the brochure and other printing material of the programme
- Updating the website of GCIP Pakistan www.cleantech.pk (an exclusive website created of programme)
- Marketing Campaign on Facebook
- Launching an Event on Linked Inn with 2000 relevant visitors
- Photos uploaded on Flickr and people invited to participate.
- Linked Inn event connected with Twitter for further dissemination of information
- Posting the ad on around 100 different relevant groups and pages
- Advertisement on online magazine.

Following is the Target Market of GCIP Pakistan on Facebook pages/groups

- Science Clubs
- Alumni Association of Technical Universities
- One line Technology magazines
- SME portals
- Job Portals
- Research and innovation groups

Newspaper Advertisement

Advertisements were published in the leading newspaper of Pakistan; 5 advertisements were given all together.



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UNIDO

CLEAN TECH OPEN

CALL FOR AWARDS

Convert your clean technology innovation into a successful business

The world's largest clean technology competition is looking to help Pakistani entrepreneurs (SMEs and Startups) with the best ideas that deal with today's most imperative energy, environmental and economic challenges.

The Cleantech Programme in Pakistan is open for applications. This competition is open to all those living in Pakistan with business ideas and prototypes under the eligible categories.

ELIGIBLE CATEGORIES

- Energy Efficiency
- Renewable Energy
- Water Efficiency
- Waste to Energy
- Green Building

GCIP AWARDS 2016*

- National Winner: \$ 20,000
- Women Lead Team: \$ 15,000
- 3 Category Prizes: \$ 15,000

Plus Learning Trip to Silicon Valley, California, USA for all 5 winners.

YOU CAN ALSO JOIN THIS COMPETITION AS:

- JUDGE / MENTOR
- VOLUNTEER
- SPONSOR / ATTENDEE

*Benefits and package of cash & services

Application Deadline
15-May-2016

APPLY ONLINE
<http://www.cleantechopen.com/Pakistan>

For Further Information

- <http://www.facebook.com/GCIPPakistan>
- www.cleantech.pk



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Gender Mainstreaming activities

Throughout the GCIP activities, gender mainstreaming has been one of the main cross cutting considerations of the project, which is ensured by adding one additional award only for the 'Most Promising Woman-led Business' in the call for awards 2015 onwards. Specific activities were carried out to encourage more women to participate in the Cleantech call for awards.

Following activities were carried out to ensure Gender Mainstreaming:

- Arranging women only sessions
- Meetings with girls students in Open houses of Technology Universities
- Targeting women segments on Social Media
- Designating women focal points in major institutions
- Focus group meetings with the female innovators
- Experience sharing by women innovators in national academies, business clinics and all other events of the program
- Women stories designed and printed as promotion material of the call and circulating to all institutions in the GCIP target market